

DIGITAL MARKETING DUBLIN 2024



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#DMDublin

Friday 27th September

The Marker, Dublin



Digital Marketing Dublin



Now in its third year, Digital Marketing Dublin will feature expert speakers from across the spectrum of digital marketing including a focus on targeting specific audiences through tools such as SEO, paid search and email marketing.

Digital marketing is now more important than ever and should be at the heart of your organisation's overall marketing strategy. In 2024 there is an increasing demand for agile marketing meaning marketers need to respond faster to new trends, changing consumer behaviours and fluctuating budgets.

New technologies such as AI have opened up unforeseen opportunities for digital marketers. The potential benefits that AI can bring to digital marketing are immense, however it does require a deal of consideration to make sure we are using this in a responsible manner.

Sustainability is a key theme in 2024. Agencies and brands should look at the wider impact of their marketing plan and how this can be a force for positive change.

#DMDublin will get to the heart of digital planning and strategy. Leading digital marketing experts will examine best practice and achieving results, giving examples of successful campaigns.

Join us to discuss...

- Digital marketing strategy and planning
- Data and analytics
- AI and technologies for digital marketing
- SEO
- Email marketing
- Content marketing
- Ecommerce strategy
- Paid search advertising
- Influencer marketing
- Social media
- Video
- UX

Who should attend?

- Digital Marketing Professionals
- Marketing Directors / Managers / Executives
- Chief Executives
- Digital marketing teams
- Business Development
- Video Production Managers
- PR Managers & Officers
- Fundraising and Engagement
- Press Officers
- Brand Managers
- Communication Specialists / Directors / Officers
- Media Managers
- Social Media Editors
- Ecommerce
- Graphic Designers
- Web and mobile designers

2024 Programme

0830 REGISTRATION AND MORNING COFFEE

0900 **Chair's welcome and introduction:**
Darragh Doyle, Head of Communications,
Marketing and Audience Development
Dublin City Council Culture Company



Welcome

Digital marketing planning and strategy: Key trends in 2024



Key trends

Aoife McIlraith, Owner
Luminosity Digital



AI & ethics

AI in digital marketing: Balancing opportunities and ethics
Dr Dónal Mulligan, Chair of Faculty Research Ethics Committee, Faculty of Humanities & Social Sciences, DCU



Inclusivity

Understanding inclusive digital marketing and how you can get it right
Shauna Hanna, Head of Digital
Texthelp



Case study

Public sector digital marketing
Sascha O'Toole, Deputy Head of Communications, Department of Children, Equality, Disability, Integration and Youth

Questions & answers / Panel discussion

1045 Coffee and networking break

1115 **The blurred lines between search and social**



Social media & search

Hannah Bryans, Director & Co-Founder
Part Three Digital



Email

Email marketing isn't dead

Rory King, Founder
Rory's Travel Club



Case study

Digital marketing on a budget
Claire Carr, Digital Marketing Manager
Dogs Trust Ireland



SEO

How SEOs should work with developers
Gus Pelogia, Senior SEO Product Manager
Indeed



Video

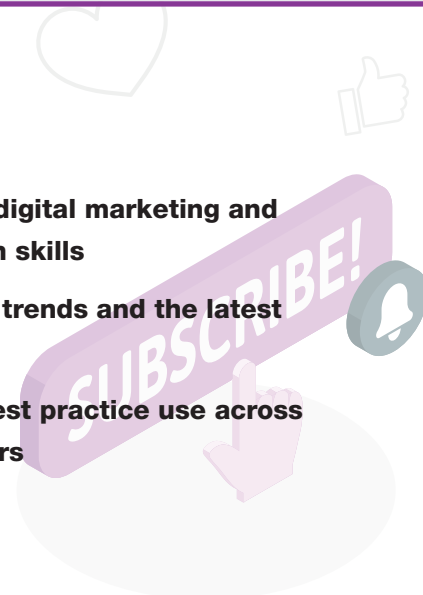
The importance of video in digital marketing
Linda Coyne, Digital Communications Specialist
Irish Human Rights and Equality Commission

Questions & answers / Panel discussion

1315 NETWORKING LUNCH AND CONFERENCE CLOSE

Why attend?

- Face to face networking with digital marketing and communication professionals
- Hear leading digital marketing practitioners: Visiting and local speakers
- Enhance your digital marketing and communication skills
- Learning: New trends and the latest insights
- Examples of best practice use across different sectors



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