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DIGITAL MARKETING DUBLIN 2025

Sponsored by



Friday 26th September

The Radisson Blu Royal Hotel, Dublin



www.dmdublin.ie

#DMDublin

Digital Marketing Dublin

Now in its fourth 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.

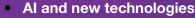
Digital marketing is now more important than ever and should be at the heart of your organisation's overall marketing strategy. There is an ever increasing demand for marketers to be agile, they need to respond faster to new trends, changing consumer behaviours and fluctuating budgets.

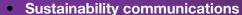
New AI technologies are creating immense opportunities for marketers. From highly personalised recommendations to enhancing content creation, there is no doubt that AI is transforming the world of digital marketing. Embracing AI should now be considered essential in your digital marketing strategy.

Sustainability is another key theme in 2025. Agencies and brands should look at the wider impact of their marketing plan and how this can drive 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.







- Influencer marketing
- Content marketing
- SEO
- Paid search advertising
- Data and analytics
- Social media
- Video
- Inclusive UX design



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

2025 Programme

0830 Registration and morning coffee

0900 Chair's welcome and introduction:



Darragh Doyle Strategic Communications

Dublin City Council Culture Company



Digital marketing in the age of AI Maryrose Lyons, Founder The Al Institute



Benchmarking Your Brand's Discoverability in LLMs vs. Traditional Search JR Oakes, VP Strategy Locomotive



From Pitch to Platform: Expanding Audience Reach Through Gaming Gemma Adams, Head of Digital Transformation Irish Distillers



Digital marketing at Bord Bia Maedbh McDonald, Head of Digital Marketing

Questions & answers / Panel discussion

1045 Coffee and networking break

1115 Building brand authenticity through digital marketina



Paul Nolan Associate Director, Head of Marketing



From greenwashing to greenhushing: The digital marketing challenge Laura Costello

Head of Sustainability & Planet Services THINKHOUSE



Are they #TooIntoYou: How Women's Aid reaches young people through their #TooIntoYou campaign Mary Hayes, Too Into You Coordinator Women's Aid Ireland



Influencer marketing: Student Fresher's Night with Musgrave MarketPlace Emma Toal, Assistant Brand Manager Musgrave MarketPlace

Questions & answers / Panel discussion

1300 Networking lunch

1400

anpost

Scaling your social media strategy Joanne Farnonl, Marketing Communications and Content Lead

An Post (invited)



Untapped Influence: Unlocking the marketing power of your leadership team on LinkedIn Rowena Crowley Digital Director Drury



The future of Search Iky Tai SEO Manager JP Morgan Workplace Solutions



Why inclusive UX design creates better digital experiences Kevin Horan

Head of Digital Design

Questions & answers / Panel discussion

1530 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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