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DIGITAL MARKETING DUBLIN 2025

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MOTIVE

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.



Key issues to be examined:

- Digital marketing strategy and planning
- AI and new technologies
- Sustainability communications
- 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 AI 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
Bord Bia

Questions & answers / Panel discussion

1045 Coffee and networking break

1115

Building brand authenticity through digital marketing



Paul Nolan
Associate Director, Head of Marketing
RCSI

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

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
HSE

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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Early bird rate €295 + VAT (ending Thursday 31st July)

Delegate rate €345 + VAT

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Fee includes documentation, lunch and other refreshments served during the conference and is payable in advance.
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