



DIGITAL MARKETING DUBLIN



Friday **9th** October 2026

Radisson Blu Royal, Dublin



Digital Marketing Dublin

Now in its fifth year, Digital Marketing Dublin will bring together leading experts from across the digital marketing landscape to explore the strategies, technologies and trends shaping the future of the industry. Featuring expert speakers across SEO, paid search, email marketing, social media, analytics, content strategy and AI-driven marketing, the conference will focus on how organisations can better reach and engage increasingly targeted audiences.

As digital channels continue to evolve at pace, marketing has become more data-driven, automated and customer-centric than ever before. Today's marketers are expected to be agile, adapting quickly to changing consumer behaviours, shifting trends, evolving privacy regulations and tighter budgets, while still delivering measurable business impact.

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 these innovations is no longer optional; it is essential for organisations looking to stay competitive in an increasingly digital-first world.

#DMDublin will get to the heart of modern digital strategy and performance marketing. Industry leaders will share insights, best practices and case studies on building successful campaigns, leveraging emerging technologies and driving meaningful results across today's rapidly changing digital landscape.



Key issues to be examined:

- Digital marketing strategy and planning
- AI and new technologies for digital marketing
 - Influencer marketing
 - Content marketing
 - SEO
 - Paid search advertising
 - Data and analytics
- 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

www.dmdublin.ie

2026 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



Key trends in 2026 and beyond

Alan Henley, Director of Digital Marketing
Granite Digital



Where culture and digital meet

Timi Ogunyemi, Global Communications Manager
William Grant & Sons



Redesigning your website for the AI era

Orla O'Keeffe, Head of Industry Digitalisation
Fáilte Ireland



The future of search

Sinéad McNamee, SEO Strategist, **Sprout Social**



What Ireland thinks about climate change - and what it means for your communications strategy

Desmond O'Mahony, Scientific Officer
Behavioural Insights Team, **EPA**

Questions & answers / Panel discussion

1100 Coffee and networking break

1130

Has the term Gen Z lost all meaning?



Kate Cafferky

Group Head, Ireland
LADbible Group



Right with you: Balancing innovation with tradition

Laura Lynch, CMO
Bank of Ireland



#PauseBeforeYouPost - The risk of sharing personal data

Graham Doyle, Head of Corporate Affairs, Media and Communications, **Data Protection Commission Ireland**



Digital marketing on a budget

Jamie Malone, Communications and Fundraising Coordinator, **Parkinsons Ireland**



The power of podcasting: Bringing your audience behind the scenes

Mike Hogan-Gilmartin, Communications Manager
An Garda Síochána

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



I WISH TO:

☐ Reserve _____ delegate places at Digital Marketing Dublin

Early bird rate €295 + VAT (ending Thursday 30th July)

Delegate rate €345 + VAT

Charity rate €195 + VAT

Bring your team! Contact us for group bookings discount by emailing registration@eolasmagazine.ie

Fee includes documentation, lunch and other refreshments served during the conference and is payable in advance.
Fee does not include accommodation or travel.

☐ **Receive details of exhibition and sponsorship opportunities at Digital Marketing Dublin 2026**

☐ **Receive details of future eolas events and publications**

Delegate details

Name: _____

Job title: _____

Organisation: _____

Address: _____

_____ Eircode: _____

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www.dmdublin.ie

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Acknowledgement of registration

Confirmation of registration will be emailed to all delegates following receipt of registration details. If you have not received your acknowledgement within 48 hours of registering, please contact registration@eolasmagazine.ie to confirm your booking.

Terms and conditions

Once booked places may not be cancelled.

If you are unable to attend, you can send a substitute participant instead, at no additional charge.

Failure to attend requires full payment.

Conference fees includes entry for one person per ticket.

We intend to photograph this event. Any photographs will be used only for our own publications.

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