

8:45 - 9:30 .....  
**REGISTRATION & COFFEE**

9:30 Main Hall .....  
**WELCOME** from **Orlaith McBride**, Director, The Arts Council/An Chomhairle Ealaíon.  
**OPENING** **Heather Humphreys**, TD, Minister for Arts, Heritage and the Gaeltacht

10:00 Main Hall .....  
**THE ARTS IN IRISH LIFE** Presentation of findings from 2015 Target Group Index national survey  
**Eimear Faughnan**, Senior Associate Director, Customer Intelligence, Kantar Media and  
**Una Carmody**, Director Arts Audiences

10:30 **BREAK** .....

10:45 Main Hall - KEYNOTE .....  
**THE ARTS AND A DIGITAL FUTURE** A conversation between **Annraí O'Toole**, visionary Irish technology entrepreneur and founder of Irish software companies IONA Technologies and Cape Clear (the latter being acquired by Workday in 2008 where he now works as a Chief Technology Officer) and **Sarah Glennie**, Director, Irish Museum of Modern Art

11:15 Main Hall .....  
**WHAT'S NEW IN DIGITAL?** An overview of digital developments in marketing and advertising  
**Garret O'Beirne**, Group Digital Managing Director at Omnicom Group (OMD)

11:45 .....

**Option 1**  
**HOW TO MAKE AND DISTRIBUTE EFFECTIVE VIDEO ONLINE**  
**Dr. David Rushton**, Director, Institute of Local Television (Scotland)  
 Tom Lawlor, Audience Engagement and Development Consultant

**Option 2**  
**HOW TECHNOLOGY CAN SERVE SOCIAL ENDS; A CASE STUDY**  
**Bart Temmerman**, General Manager, CultuurNet Vlaanderen  
**Chair: Monica Corcoran**, Manager, Strategic Development, The Arts Council/An Chomhairle Ealaíon

**Option 3**  
**NATIONAL THEATRE LIVE- HOW AND WHY IT WORKS**  
**Flo Buckeridge**, General Manager, NTLive (UK)  
**Chair: David Parnell**, Head of Theatre, The Arts Council/An Chomhairle Ealaíon  
[Click here for a 2 minute video taster](#)

12:45 **LUNCH** .....

13:30 Main Hall .....  
**BIG DATA & ANALYTICS: WHAT IS IT AND WHAT DOES THE ARTS NEED TO KNOW ABOUT IT?**  
**Chris Davey**, Master Technical Architect, Accenture

14:15 Main Hall .....  
**GET YOUR DIGITAL MARKETING RIGHT - A BRIEFING ON NEW TOOLS FOR ARTS ORGANISATIONS**  
**Susan Hallam**, Managing Director, Hallam Internet. Part of this session will be interactive, using a new digital self assessment tool, with expert facilitators. [Click here for a 2 minute video taster](#)

15:15 **NETWORKING & BREAK** .....

15:45 - 16:30 Main Hall .....  
**AN EXPERT'S GUIDE TO EMAIL MARKETING** **Sarah Boiling**, Deputy Director, The Audience Agency, London

**SPEED TWEETING - EVERYTHING YOU NEED TO KNOW IN 30 MINUTES WITH CONOR POPE**, Irish Times journalist and twitter guru

**WRAP UP** .....

