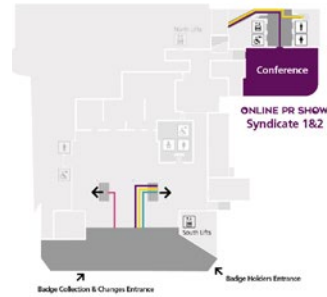


TIME	EVENT
10:00	<p>Amy Stamper - Privacy-proofing your paid social for a post-ios, post-cookies world</p> <p>Cat Cumming - Diversifying your paid social platforms</p>
11:00	BREAK
11:30	<p>Filip Janczak - Boosting your YouTube channel performance with social ads</p> <p>Azahara Corrales - Advertising in the metaverse</p>
12.30	LUNCH BREAK
14:00	<p>Veronika Höller - Create impactful meta campaigns with less data</p> <p>Kayley Dempsey - The possibilities of the meta pixel - help it to help you</p> <p>Ben Ross - Maximising paid social impact through brand building</p>
15:00	BREAK
15:30	<p>James Armstrong - How to nail political and social issue ads on meta</p> <p>Fiona Bradley - Why your meta ads aren't working (and what the hell to do about it)</p> <p>Poppy Mace - LinkedIn set up for success</p>
16.30	FINISH

GROUND FLOOR



FIRST FLOOR



SECOND FLOOR



THIRD FLOOR



ONLINE PR SHOW
 MEASUREFEST
 SEARCH ADVERTISING SHOW
 PAID SOCIAL SHOW

Agenda

MeasureFest

Auditorium 2 | Moderator: **Joe Doveton**

TIME	EVENT
10:00	
	<p>Rowenna Fielding - GDPR and ePrivacy considerations for A/B testing</p> <p>Ellie Hughes - The fallacies of A/B testing</p> <p>Jack Hawkins - TBC</p>
11:00	BREAK
11:30	
	<p>Agata Adamiak - The tools for an inspiring GA4 onboarding experience</p> <p>Farhad Divecha - 10 must-have GA4 reports for all SEOs</p>
12.30	LUNCH BREAK
14.00	
	<p>Amrdeep Athwal - How to use Holmesian deduction to increase insights from data</p> <p>Eda Salihoglu - How to be a data storyteller: Guide for reporting and visualisation</p>
15:00	BREAK
15.30	
	<p>Sandeep Shah - Onsite personalisation - improving campaign performance with relevant experiences</p> <p>Eden Bidani - How to craft web pages so they convert AND rank crazy-good</p> <p>Rio Ichikawa - How to maximize your website's conversion rate</p>
16.30	FINISH

ONLINE PR SHOW

Syndicate 1 & 2 | Moderator: **Hana Montgomery**

TIME	EVENT
10:00	
	<p>Azeem Ahmad - How to use audio and visual media to level up your content strategy</p> <p>Sudhana Singh - Using the Imbue model to craft a legendary brand story</p>
11:00	BREAK
11:30	
	<p>Uday Radia - PR newsjacking: dos, don'ts, highs and lows</p> <p>Clara Kelly - The 3, 3, 30 rule: the unspoken rule of journalism to help you land reactive coverage every single time</p>
12.30	LUNCH BREAK
14.00	
	<p>Raluca Zdru - How to target your dream media with a personalised PR process</p> <p>Karim Adib - From newbie to client whisperer: the guide to mastering client communication</p> <p>Sophie Warner - The power of the creator economy: influencer impact on search</p>
15:00	BREAK
15.30	
	<p>Daniele Saccardi - Going global: where do we all go wrong?</p> <p>Amanda Walls - Using digital PR to enhance your EEAT signals</p> <p>Mark Rofe - Exploring the critical role of consumption in fuelling ideas</p>
16.30	FINISH



SEARCH ADVERTISING SHOW

Syndicate 3 & 4 | Moderator: **Nate Burke**

TIME	EVENT
10:00	
	<p>Tom Chandler - Using business intelligence data within product feeds to achieve goals through Performance Max</p> <p>Duane Brown - Google's performance max: building creative that lets you scale</p>
11:00	BREAK
11:30	
	<p>Sophie Logan - What lead gen advertisers can learn from the eCommerce post-click experience</p> <p>Farah Radford - Creating a PPC Campaign from scratch using ChatGPT</p> <p>Cristiana Herrera - Reinventing your paid search strategy on Microsoft advertising</p>
12.30	LUNCH BREAK
14.00	
	<p>Navah Hopkins - An 'if then this that' guide to work with PPC automation</p> <p>Salome Joia - PPC success: outside the in-platform tactics</p> <p>Greg Holland - Profitable PPC in a cost of living crisis</p>
15:00	BREAK
15.30	
	<p>Omar Salah - Analysing Floodlight custom variable data to make better business decisions</p> <p>Jose De Carvalho - How to successfully acquire new customers using 1st Party data</p> <p>Matteo Bacigalupi - How to make boring old data the star of your PPC campaigns</p>
16.30	FINISH

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