

WHAT'S ON



AGENDA		
TIME	WHAT'S ON	ROOM
8:45	PNL Opens	
9:15	Broadcasting Keynote Session Begins	
9:15	Rob McLoughlin, Broadcaster & Producer - Chair	Broadcasting Keynote Theatre
9:20	Howard Kosky, CEO & Founder, markettiers4dc	Broadcasting Keynote Theatre
9:35	Lucy West, Head of News, ITV	Broadcasting Keynote Theatre
9:50	Bearded Fellows Pitch	Venture Funding
9:50	Jenny Baxter, COO, BBC England	Broadcasting Keynote Theatre
10:00	All Response Media - Grow Hack Your Marketing... Using More Than Just Digital - Dan Mowbray & Liam Cronin	Library Suite
10:00	The Juice Academy - Skilling Up the Sector - 10 Cohorts of The Juice Academy and What We've Learned - Sandy Lindsay MBE	Innovation Suite
10:00	BBC Session 1	BBC Suite
10:05	Stuart Morgan, Director, Audio Always	Broadcasting Keynote Theatre
10:10	Bibshot Pitch	Venture Funding
10:20	Broadcasting Session Panel Q&A	Broadcasting Keynote Theatre
10:20	Mosquito - Digital, watch out! - Anthony Diver, Owner	Library Suite
10:30	Manchester Metropolitan University - 9 sensational things you should do to get the new talent before everyone else	Innovation Suite
10:30	Captive Media Ltd Pitch	Venture Funding
10:40	Return On Digital - Guy Levine, Managing Director	Library Suite
10:50	GAS Music Ltd Pitch	Venture Funding
11:00	University of Salford - Industry Collaboration Zones – Enhancing Business Connectivity and Knowledge Transfer	Innovation Suite
11:00	Vision One - Consumer Trends for 2016 - Jas Gidda, Director	Library Suite
11:00	Realtime UK	Outdoor Cinema
11:10	Gratuu Ltd Pitch	Venture Funding
11:15	Digital Keynote Session Begins	
11:15	Paul Newman, Director of Communications, The Peel Group - Chair	Digital Keynote Theatre
11:20	Paul Clennell, Chief Technology Officer, dock10	Digital Keynote Theatre
11:20	Rocket Fuel - Marketing in the moment. People not devices - Jez Fawcett, Head of Product	Library Suite
11:30	Liverpool John Moores University	Innovation Suite
11:30	Llama Digital Pitch	Venture Funding
11:30	Animation showreel (feat. Bearded Fellows, Seconds That Count, Mosquito, Flipbook Studio)	Outdoor Cinema
11:35	Colin Woon, SEO Manager - Marketing & Consumer, O2 UK	Digital Keynote Theatre
11:40	Social Outcider - Why bother with social media? - David Mapple, Co-Founder	Library Suite
11:50	James Murray, UK Search Advertising Lead, Microsoft	Digital Keynote Theatre
11:50	Maker Projects Ltd Pitch	Venture Funding
12:00	Venn Digital - Attracting talent in a digital age - Brian Whigham, Managing Director	Library Suite
12:00	Kestrel-Cam	Innovation Suite
12:05	Adam Warburton, Head of Mobile, Travelex	Digital Keynote Theatre
12:20	Groundswell Innovation - Innovation: Why Bother? - Jane Dalton, Director	Library Suite
12:20	John Watton, EMEA Marketing Director, Adobe	Digital Keynote Theatre
12:25	Pro Motion Manchester - Life Through Lenses	Outdoor Cinema
12:30	Nicola Horlick Talk	Venture Funding
12:30	PRCA	Innovation suite
12:35	Digital Session Panel Q&A	Digital Keynote Theatre
12:50	My Mosque Ltd Pitch	Venture Funding
13:00	Sky AdSmart - TV Advertising for Businesses of all Shapes & Sizes	Outdoor Cinema
13:00	Mustard Research	Innovation Suite
13:00	MediaCityUK & Fuzzy Duck - Innovate, Collaborate and Grow	Library Suite
13:00	BBC Session 2	BBC Suite
13:10	my2be Pitch	Venture Funding
13:15	Content Keynote Session Begins	
13:15	Paul Mallon, Head of Digital Engagement, Paddy Power - Chair	Content Keynote Theatre
13:20	Kristian Dando, Content Editor, Covered Mag - GoCompare.com	Content Keynote Theatre
13:20	Intilery - How can customer engagement techniques transform marketing ROI? - Gareth James, CEO	Library Suite
13:30	Zapp 360 - How to make a big impact across a small device	Innovation Suite
13:30	SmartPoint Advertising Pitch	Venture Funding
13:35	Paul Mallon, Head of Digital Engagement, Paddy Power	Content Keynote Theatre
13:50	Stuart Rowson, Editor, BBC Sport Online	Content Keynote Theatre
13:50	The Family Pet Show Pitch	Venture Funding
14:00	Search Laboratory - Going Global Online - Ian Harris, CEO	Library Suite
14:00	Creative Pioneers & Damar Training - T-Shirts Anoraks & Suits	Innovation Suite
14:00	Epiphany & Jaywing - Creativity vs Data	Outdoor Cinema
14:05	Paul Sinclair, Head of Brand & Social Media, MBNA	Content Keynote Theatre
14:10	Thestudentnucleus.com Pitch	Venture Funding
14:20	PushON - Sam Rutley, Digital Director	Library Suite
14:20	Content Session Panel Q&A	Content Keynote Theatre
14:30	UnifiedVU Pitch	Venture Funding
14:40	ProCo - Keeping Print Relevant - Jon Bailey, Managing Director	Library Suite
14:50	Urban Car Spa	Venture Funding
15:00	twentysix Digital	Outdoor Cinema
15:00	Mustard - Richard Walker, Director	Library Suite
15:15	Marketing Keynote Session Begins	
15:15	Bryan Adams - Chair	Marketing Keynote Theatre
15:20	Bryan Adams, CEO & Co-Founder, Ph.Creative	Marketing Keynote Theatre
15:20	Epiphany - Tom Salmon	Library Suite
15:30	BBC Session 3	BBC Suite
15:35	Dave Chaffey, CEO & Co-Founder, Smart Insights	Marketing Keynote Theatre
15:40	Jaywing - What does 'Now' mean for brands in today's complex marketing landscape? - Brendan Moffett	Library Suite
15:50	Yossi Erdman, Head of Brand & Social Media, AO.com	Marketing Keynote Theatre
16:00	Tube Mogul - 10 Things You Need to Consider when Buying Digital Video and Media Evaluation: Understanding the Video Ecosystem and Making the Most of the Opportunities Available - Jack Rutter, Director, & Adam Peck, Director	Library Suite
16:05	Pierre Dadd, Brand Marketing Manager, Autotrader UK	Marketing Keynote Theatre
16:20	Motionlab - Why this is the best talk you will hear today - Simon Iredale, CEO	Library Suite
16:20	Ross Matthews, Chief Marketing Officer, icelolly.com	Marketing Keynote Theatre
16:35	Marketing Session Panel Q&A	Marketing Keynote Theatre
16:40	Signature Outdoor - Connected Cities: Digital Out of Home advertising within the modern cityscape - James Harrison, Sales Director	Library Suite

