



DIGI-TALK THE CONFERENCE

10TH OCTOBER 2018



DIGI-TALK

EUROPA HOTEL, BELFAST
10TH OCTOBER 2018
REGISTRATION – 9am

Digi-talk is back! This year we are joined by leading Digital experts from Google, Facebook, ReviewPro, Shopify and Stackla.

This full day event will explore how to build your business online looking in depth at user generated content being found online, monetising your website, Facebook and future trends.

Delegates will have plenty of opportunities to meet industry leaders, ask questions and learn from the best in the business.

COST – £80+VAT
(includes refreshments, notes and lunch.)

To book visit
www.hastingshotels.com/digitalk-conference

THIS YEAR'S SPEAKERS INCLUDE:



HELEN SMYTH

FACEBOOK
Maximising Brand Opportunity

Helen Smyth is Facebook's Head of Ireland for Small and Medium Business. She is responsible for advertising sales and service for Irish businesses who use Facebook's family of apps and services.

Helen joined Facebook in 2010 and prior to her current role, she managed market teams in the Community Operations division. Previously she spent four years with a gaming sector start-up and also worked in France Telecom's gaming division.

Helen is dedicated to helping small and medium businesses grow and showcasing how mobile can accelerate business success. Her focus, as SMB Head of Ireland, is to continue building Facebook's presence in Ireland and develop opportunities for businesses to engage with customers.



MATEO GALVIS

GOOGLE
Amplify your business with Google

Mateo Galvis is a Business Development Consultant for Google focusing on the financial services sector.

Within his role, Mateo consults directors and marketing teams on how to effectively grow online using Google's marketing solutions and partners with new clients to create and optimize strong performing digital campaigns.



STUART KIRWAN

GOOGLE
Amplify your business with Google

Stuart is a Business Development Consultant at Google. He worked for several years at LinkedIn helping B2B sales teams develop effective digital sales strategies before moving to Google to pursue his passion for digital advertising.

During his time at Google Stuart has developed extensive experience working with a variety of different industries including; consumer healthcare, food & beverage producers as well as partnering with exciting start-ups on their go-to-market strategy.

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NIAMH POWER

SHOPIFY

How to Build a Multi-Million-Dollar Business No Matter Where You Live

Niamh Power has worked in the digital space for over 10 years, beginning her digital career in Avvio, a software company dedicated to the hotel industry who provide a booking platform and services to include digital marketing, conversion optimisation and design.

As Head of Client Strategy, Niamh led a team of specialists in creating strategies to grow direct bookings for hotels. From there, Niamh moved to Shopify Plus, an enterprise solution for high growth retail Merchants. Shopify is the leading cloud-based, multi-channel commerce platform with over 600,000 Merchants in 175 countries. Merchants working with Shopify Plus include Gymshark, Rebecca Minkoff, Kylie and Nestle to name a few.

Shopify Plus provides businesses with unmatched scalability, reliability, and flexibility. Shopify were the first to sell on social, make commerce conversational, and partner with global innovators like Facebook, Instagram, Pinterest, and Buzzfeed.



ANDY MALLINSON

STACKLA

Authenticity in the age of social influence

Andy Mallinson is the Managing Director of Stackla, the UGC platform that puts customer stories at the heart of brand marketing. With over 450 customers, Stackla is designed to meet the needs of enterprise-level travel brands, including Expedia, Virgin Holidays, Flight Centre and many more.

Andy has previously worked as MD and CMO at some of the world's most successful brands and offers an inside look at the foundations of an effective user-generated content strategy.



NEIL JAMES

REVIEWPRO

Leveraging Guest Feedback Data and Technology to Enhance the Guest Experience

As the Vice President of Account Management, Neil runs a global support team which help ReviewPro's +35,000 clients to master the Guest Experience Improvement Suite and deliver an exceptional guest experience on both a property and brand level. Neil has worked at all management levels of the hotel industry including Front Office, Revenue, General, and Operations. Prior to working at ReviewPro, he was Product Manager at Travelclick, and responsible for organising distribution software and channel management.

Thanks to this range of experience in hospitality, Neil has exceptional insights into the specific needs and challenges faced by the industry. Neil regularly presents at worldwide events in the hotel tech industry, giving seminars and webinars on behalf of ReviewPro and its partners.



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