The 16th CIM Digital Marketing Conference Programme

Time	Event	
From 8.45am	Registration and coffee	
9.30am	Welcome	Chris Daly | CIM
9.40am	Chair for the day	Charles Nixon | CMC
9.50am	How to play the LinkedIn algorithm – and win	Luke Brynley-Jones | OST
10.25am	Are we owls or magpies? Are we being wise about marketing technology	Richard Kendrick | Arboreal Marketing
11.00am	**Coffee, networking and 1-2-1 clinics**	
11.25am	Why social search is set to be the hottest trend in 2024	Ann Stanley - Anicca Digital
12.00pm	The impact of generative AI on search in 2024	Mike O'Flynn | Samphire Digital
12.35pm	The rise of TikTok for branding	Rachel Cryan | Anicca Digital
1.10pm	**Lunch, networking and 1-2-1 clinics**	
2.00pm	B2B and B2C panel discussions with delegate participation	B2B panel | Richard Kendrick, Sue Keogh, Luke Brynley-Jones B2C panel | Mike O'Flynn, Ann Stanley
3.00pm	**Coffee, networking and 1-2-1 clinics**	
3.25pm	Practical steps for sustainability in digital marketing	Sue Keogh | Sookio
4.00pm	Digital disruption – and what you can do about it	Terry Nicklin | Keynote PR
4.35pm	Closing remarks	Terry Nicklin