

Stage one

Introduction

TikTok Shop:
Unlocking discovery commerce
Broghan Smith TikTok

More than just a buzzword: Building
real community through organic social
Naomi Horan Cloud Nine Hair

The new realities of influencer marketing
Tom Higgins Gifta Natasha Greenwood Haier
Molly Bartram Connective3

Refreshment break

F*ck Being Humble:
Be brave and leave a legacy

Stef Sword-Williams
F*ck Being Humble

Stef's session is from 11:30-12:30

Lunch

Two girls who don't know the offside rule:
Becoming a master of your audience
Martha Evans & Shannon Royal
Sidermen Entertainment

The power of purpose: Building
community in tech as a female founder
Nicola Gunby CLQ

Thursdays only: Disrupting dating and
building a brand that breaks the rules
George Rawlings Thursday

Stage two



9.30-9.40

AI: The magic and the machine
Tom Lanaway Connective3

Embracing disruption,
through AI, team and you
Kate Manton Baobab Works Ltd

There's only one YouTube: Where
creative brilliance meets Google AI
Andreas Stefanou Google

9.40-10.05

10.05-10.30

10.30-10.55

10.55-11.30

Beyond the click: Building brands
that drive real growth

Claire Stanley-Manock Connective3

Cutting through the noise: Media, talent
& storytelling in a saturated world

Holly Watson Co-Op Live Adam MacDonald News UK

Audience, innovation & entertainment:
What modern comms needs right now
Perla Bloom Expedia Group

11.30-11.55

11.55-12.20

12.20-12.45

12.45-2.00

The SERPs are shifting: Here's how to
evolve your organic strategy with it
Elle Pollicott Connective3

How SEO & PPC can be
married at first sight

Dan Morehead Channel 4

How to create a successful SEO roadmap
Gus Pelogia Indeed

2.00-2.25

2.25-2.50

2.50-3.15

Refreshment break

3.15-3.45

Digital Bites track with 8-minute talks:

Once upon a time, your content flopped
Mercy Fulani

CTRL+P for impact
Fiona Robinson & Cadie Mayor Print.com

Borderless growth: Navigating international
expansion through marketplaces
Tom Baker FordeBaker

AI visuals: Wow your customers,
don't weird them out
Ben Martin Powerhouse

In my revenue era: How Taylor Swift
helped me make \$200k
Sophie Smith LOOKFANTASTIC

Using Friction Mapping to take action at pace
Kari Randay 383 Project

Making the inbox hit like Instagram
Alicia Torres Force24

People power: How communities
build the brands of tomorrow

Gaby Mendes Passata
Olivia Hanlon Girls in Marketing & Passata

Magnetic marketing -
The laws of brand-attraction

Helen Hope N Brown Group

Building a personal brand in 2025

Ash Jones Great Influence

Clair Heaviside Serotonin

Rosa Mitchell Connective3

Jennifer Hoffman Unstoppable

3.45-4.10

4.10-4.35

4.35-5.00

After-party sponsored by



5.00-7.00