

International Digital Marketing Week 2020

Tuesday 4th February 2020

Time	Location	Agenda
10:00 – 11:00 am	The Alex Hotel (Orient 1 & 2)	Welcome by our hosts <i>Dr Katrina Lawlor, Dean College of Business, TU Dublin City Campus</i> and <i>Dr Eoghan O’Grady, Head of School of Marketing City Campus</i> . IceBreaker with Dublin Youth Circus and meetup with students UASA and TU Dublin
11:00 – 11:50 am	The Alex Hotel	Lecture “How to work across cultures”, <i>Niall Minto</i> . Forming of UASA and TU Dublin student Teams
12:00 – 1:00 pm		Lunch
1:00 – 1:50 pm	The Alex Hotel	Lecture “Digital Marketing Strategy”
2:00 – 2:50 pm	The Alex Hotel	Lecture and demonstration “Immersive Technologies” - <i>Alex Gibson</i>
3:00 – 3:50 pm	The Alex Hotel	Youtube Lecture & Assignment- <i>Brendan Thesingh</i> and <i>Lex Beijersbergen</i>
4:00 – 4:15 pm	The Alex Hotel	Wrap up of the first day

Wednesday 5th February 2020

Time	Location	Agenda
Morning	Dublin City	Work on Youtube Lecture & Assignment- UASA and TU Dublin students.
2:00 – 2:50 pm	Courtyard, Aungier Street Campus	Lecture “Digital world in China” - <i>Ernst de Roos</i>
3:00 – 3:50 pm	Courtyard, Aungier Street Campus	Life@LinkedIn Talk- <i>Chris McVeigh</i> , Product Marketing Manager LinkedIn
4:00 – 4:50 pm	Courtyard, Aungier Street Campus	Life@Google - <i>Nessa O’Hara</i> , DV360 Media Specialist Google
5:00 – 5:15 pm	Courtyard, Aungier Street Campus	Wrap up of the second day

Thursday February 6th 2020

Time	Location	Agenda
9.30 am	Courtyard, Aungier Street Campus	Address to students - <i>Ambassador of The Netherlands to Ireland- Adriaan Palm</i>
10:00 – 10:30 am	Courtyard, Aungier Street Campus	Experiences with a sustainable way of travelling- <i>Leonie Akkerman</i> and <i>Leontine van Geffen</i>
10:30 – 12:50 pm	Courtyard, Aungier Street Campus	Hackathon- Digital Challenge
1:00 – 1:30 pm	Courtyard Aungier Street Campus	Wrap up- <i>Dr Katrina Lawlor, Dean College of Business TU Dublin City Campus</i> and <i>Dr Tara Rooney, School of Marketing City Campus</i>