

# Stage: Grow Your Business Online

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Times	Name	Topic
9.55-10.00	Eric Fitzpatrick, Owner, ARK Speaking and Training	Opening Remarks
10.00-10.30	Claire Halligan, Head of e-Commerce, Elavon	Frictionless Commerce, building a seamless customer experience.
10.30-11.00	Efe Acunaz, Marketing Manager, E-pages	Return of the digital consumers to the real world
11.00-11.30	<b>Coffee Break &amp; Networking</b>	
11.30-12.20	James King, Head of eCommerce Consultancy & Dan Mahon, E-Commerce Technical Sales consultant Elavon	Customer Conversion Maximisation – Checkout flow, Tokenisation, Local payment methods and more Part I & II
12.20-12.40	David Campbell, Head of e-Commerce, Flexi-Fi	How to increase your in-store & online sales
12.40-13.00	Niall Bodkin, E-Commerce Association Ireland	Customer Experience - The next battleground of eCommerce.
13.00-13.40	<b>Lunch Break &amp; Networking</b>	
13.40-14.00	Damien Fegan, Owner, Beacon Internet Marketing	Is your Website a Salesman? How to set targets to measure success.
14.00-14.20	Sabrina Viot, Digital Strategist, Sabrina The Digital Witch	Why your website is losing customers every day and what to do about it. And no, it's not the design!
14.20-14.40	Eric Fitzpatrick, Owner, ARK Speaking and Training	Persuade on Purpose - How to make technical presentations palatable
14.40-15.00	Mario Gheghici, President, Federation of Marketing	Transform The Way Your Clients Understand Digital Marketing
15.00-15.20	<b>Coffee Break &amp; Networking</b>	
15.20-15.40	MaryPat Kavanagh, President, Business Strategist, Strategic Results	Get Control of Your Online Reputation
15.40-16.00	Simon Haigh, MD, GCM Advisory- Expertdealcloser.com	The Impact of Technology on Dealmaking and Leadership.
16.00-16.05	Eric Fitzpatrick, Owner, ARK Speaking and Training	Closing Remarks



*All presentations/timetables are subject to change. Please check with onsite event timetable on the day.*