

Step into the future of digital advertising

Digital has already won over direct advertisers, but branding advertisers remain less convinced. This is changing...

Digital Advertising 2018 & Beyond

09:15 Welcome

Dan Fallon, Managing Director, SearchStar


09:30 A better way to build brands

Jennifer Prior, Agency Lead, Google

Brands are an essential part of our everyday life. To consumers they stand for certainty, knowledge and pride. But how can brands stand out in an increasingly connected and cluttered world?

10:15 Channelling programmatic

Rob Langan, Programmatic Account Manager, SearchStar


In a quickly diversifying marketplace, what tools and strategies are available to maximise audience exposure at different points along the consumer journey? And how should success be measured? 

10:55 Refreshment break

Data Studio Demo with Jamie Bevan, SearchStar


11:15 How to maximise brand trust

Paul Morris, Global Digital Director, PZ Cussons

How can you engage customers via search? And why is brand trust so important? Paul Morris talks about his successful G.O.O.D model and how challenging brands can think creatively to get results. 

12:00 Attribution: Is my display activity performing?

Jon Boon, Senior Analytics Consultant, SearchStar

Attributing value to display activity can quickly get complicated, but it needn't. With one eye on 2018, Jon Boon looks at how you can keep attribution simple and the red flags to look out for. 

12:45 Lunch


13:45 Discover growth: Brand and performance advertising on mobile

David Wilson, Head of FMCG Strategy EMEA, Facebook

Behaviour is changing as adoption of mobile grows. David Wilson considers what this means for brands looking to build awareness and drive in-store sales, and for performance businesses looking to drive conversions online.

14:30 The 4 A's of Paid Search

Rob Wilde, Client Success Manager, SearchStar

This session will explore the importance of the 4 A's of paid search; assets, audience, attribution and automation. Dispensing with the jargon, you'll leave with a better idea of how to make the most of every click. 

15:15 Refreshment break

Eye Tracking Software with David Bassett, Lumen Research


15:35 We're all brand scientists now

Lisa Killbourn, Brand & Strategy Consultant, Independent Eye

Lisa's presentation summarises the potential of behavioural economics, system 1 & 2 thinking and emotional dynamics to de-risk investment in communications and make ROI easier to predict by offering a better understanding of customer decision making.

16:15 First impressions: What do your landing pages say about your business?

Ryan Webb, Conversion & Analytics Director, SearchStar

An effective landing page is a key ingredient of a response driven campaign, but shouldn't be neglected for brand campaigns. How do you balance both brand and response on your landing pages? 

17:00 Roundup & close

Dan Fallon, Managing Director, SearchStar

17:10 Networking drinks

