

Forecourt & Convenience Retail Consumer Behavior & Future Trends

Forecourt & Convenience Retail

| Times | Name | Topic |
|-------------|---|--|
| 9.55-10.00 | Brian Doyle, Managing Director, Kelley Hunter-Chairman | Opening Remarks |
| 10.00-10.15 | Mark Fitzpatrick, Managing Director, Q-Fitz | Impulse buying & impulse purchase |
| 10.15-10.30 | Markus Helfert, Prof. Digital Transformation & Gueltekin Cakir, Maynooth University | Digital Transformation in Food and Grocery Retailing – Time to Rethink Strategy and Operations |
| 10.30-10.45 | Conor McCahon, Sector Specialist, AIB | Consumer Spending Behavior |
| 10.45-11.00 | Audrey Munroe, Senior Business Development Manager-Marketing Services, GoToMarket | Location Analysis |
| 11.00-11.30 | Coffee Break & Networking | |
| 11.30-11.45 | Kevin McPartlan, CEO, IPIA | Liquid fuels retailing in a low carbon future |
| 11.45-12.00 | Rob Horgan, Chief Bean Counter & Founder, Velo Coffee Roasters Ltd | How to Scale a Food Business |
| 12.00-12.15 | Simon Kelly, Design Manager, Smurfit Kappa Display | Enhancing your brand both on and off the shelf |
| 12.15-12.30 | Patrick McDermott - CEO DigiTally | Managing your food margin - Are you getting the most out of your business? |
| 12.30-13.00 | David Blevings, IPRA | IPRA – how we support retailers and the ‘rates’ challenge |
| 13.00-13.30 | Lunch Break & Networking | |

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|-------------|--|---|
| 13.30-13.45 | Clyde Genie, Managing Director, Bradley Digital | ‘Why human experiences matter in a digital world’ |
| 13.45-14.00 | Eimear McManus, Director, Digital Works Agency | Social Media Marketing for FMCG Businesses |
| 14.00-14.15 | JP McMahon, Symposium Founder & Director, Food on the Edge | Learnings from Food on the Edge |
| 14.15-14.30 | Elish Bul, Marketing Manager and Content Marketing Consultant - Snap Print Design Websites Ireland | Get past the styling . Head straight to Authentic Content & Visual Storytelling Ideas |
| 14.30-14.45 | Brian Doyle, Managing Director, Kelley Hunter | Top 10 tips for successful distribution in Ireland |
| 14.45-15.00 | Anne Conlon, Founder All About Sales | Creating Loyal Customer |
| 15.00-15.30 | Coffee Break & Networking | |
| 15.30-15.45 | Colm Hanratty, Founder and CEO, Sixtwo Digital | Advance Facebook and Instagram Advertising Techniques for the Food and Drinks Industry. |
| 15.45-16.00 | Muireann Fitzmaurice, Marketing Coach | THE ULTIMATE MARKETING CHECKLIST |
| 16.00-16.05 | Brian Doyle, Managing Director, Kelley Hunter- Chairman | Closing remarks |



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