


## We will show you the future....

Join Mediacontact.ie at the only conference this year, which will explore and explain what the major new developments will be in the media for the next five years.



Major media brands will be presenting, including: the BBC, RTE, the Guardian, the Irish Times, Google, Channel 4, and Realex Payments

This conference will help you to:



- Understand the key global trends that will shape the media in the future.
- Learn techniques, and strategies for reaching new online audiences.
- Gain detailed information about the technologies, websites and applications that will capture the zeitgeist.
- Network with key influencers in the media industry.




Natalie Bagnall  
Head of Acquisition  
Google



Jonathon Moore  
Mobile Product Manager  
The Guardian




Maeve Donovan  
Managing Director  
The Irish Times





Eamon Ryan TD  
Minister for Communications  
Energy and Natural Resources



Fiach MacConghail  
Director  
Abbey Theatre




Matt Locke  
Commissioning Editor  
Education & New Media  
Channel 4





Alison O'Connor  
Journalist  
Conference Chair




Damien Mulley  
Founder  
Mulley Communications




Katarina Skoberne  
Co-founder  
OpenAd Group





Ciaran O'Gaora  
Founder  
Zero-G




Ian Forrester  
Senior Backstage Producer  
BBC




Muirne Laffan  
Executive Director  
RTÉ Publishing




Carolyn Odgers  
Director of Strategy  
Chemistry




Ronan Higgins  
Co-founder  
www.loclle.com




Colm Lyon  
Chief Executive  
Realex Payments



Mark Little  
Journalist



Cillian Barry  
Digital Media and  
Marketing Consultant  
Feep Marketing



John Healy  
Founder  
DigitalEdge



# Speakers

## Book Now:

1. Go to [www.mediacontact.ie](http://www.mediacontact.ie) and book online
2. Call us on (01) 473 2050
3. Email [evelyn@mediacontact.ie](mailto:evelyn@mediacontact.ie)

| Price Information                            | Book before 20th March | Book after 20th March |
|--|------------------------|-----------------------|
| 1 ticket                                     | €199                   | €275                  |
| 2 tickets                                    | €398                   | €550                  |
| 3 tickets<br>(20% discount on third booking) | €477                   | €660                  |

Price includes VAT.

### Cancellation Policy

Cancellations must be made in writing no later than 21 days prior to the conference. An admin fee of €75 + VAT will be charged for all cancellations, to be deducted from any refund or invoice.

No cancellations can be made within 20 days of the conference but a replacement delegate can be nominated. No delegate is permitted to attend without prior payment being made. Bookings are not confirmed until payment is received.

## Many thanks to our sponsors

The venue is sponsored by Croke Park Conference Centre



The AudioVisual services are sponsored by Avtek



## Speakers and Topics

### Conference Chair

Alison O'Connor

### New stories for new audiences

Communicating the Abbey in an exploding media landscape

Fiach MacConghaill, Abbey Theatre

Connecting young people to the wired world

Matt Locke, Channel 4

### Social media revolution:

#### Audience networks, community, and brand building

How to crowd source creativity

Katarina Skoberne, OpenAd Group

How to define the brand of the future

Ciaran O'Gaora, Zero-G

Pinpointing the mood of the nation

Carolyn Odgers, Chemistry

### Meeting the challenge of the digital revolution

Eamon Ryan TD, Minister for Communications,

Energy and Natural Resources

### What is the future for newspapers?

The future of newspapers - thrive or just survive?

Maeve Donovan, The Irish Times

How mobile apps will deliver the newspaper of the future

Jonathon Moore, The Guardian

### Technology bites - What gadgets, apps and websites will shape the next 12 months?

Damien Mulley, [www.mulley.net](http://www.mulley.net)

Ronan Higgins, [www.locle.com](http://www.locle.com)

Cillian Barry, Feep Marketing

### Game Changers

How Google is changing the world

Natalie Bagnall, Google

The future of news

Mark Little

### How mobile will shape the future

How mobile technology will shape the future of communications

John Healy, DigitalEdge

The Future of Money

Colm Lyon, Realex Payments

### From traditional to digital - new ways to reach a crowd

Perfect understanding: why trusting your users isn't a bad idea

Ian Forrester, BBC

Building the future by connecting with audiences

Muirne Laffan, RTÉ Publishing

### Drinks Reception

Drinks reception is sponsored by The Jameson "Mix It Up" Crew, who will be on hand serving Jameson with a choice of Coke, 7UP or Schweppes Ginger.

[Mediacontact.ie](http://Mediacontact.ie)

8 Greenmount House, Greenmount Office Park, Harold's Cross Road, D6W

media  
2020

By  **Mediacontact.ie**  
CONNECTING YOU WITH THE MEDIA

## Media2020 - A vision for the future

27th April, Croke Park, Dublin

Media 2020 is the most important networking and trend conference for the Irish media industry.

It is the only conference this year which will detail, explore and explain the major changes that will happen in the media.