

Social media showcase

Tuesday 18 October 2016, TMW Unlimited

@DMA_UK @theidm #dma #idm

- 8.30am **Registration & breakfast**
- 9.00am **Welcome**
Julie Atherton, Managing Director, Small Wonder
- 9.05am **#LikeAGirl - Social media campaign of the month**
Lynsey Sweales, CEO, SocialB - @LynseySweales
- 9.30am **#BiggerIssues**
Laurier Nicas Alder, Head of Social, TMW Unlimited
- 9.55am **A Facebook campaign explained: How we got RESULTS!**
Joel Davis, CEO, agency:2 - @JoelDavis_
James Dobbin, Director of Event Cinema, Showcase Cinemas
- 10.20am **Businesses don't buy: Reaching the people who make B2B decisions**
Karin Robinson, Associate Director – Social, OgilvyOne Worldwide
@karinjr
- 10.45am **Closing comments**
Julie Atherton, Managing Director, Small Wonder

