

Time	Main stage / general	Neville Studio
8:30 – 09:00	Registration and coffees	
9:00 – 9:05	<b>Julio Taylor, Hallam</b> Welcome introduction	
9:05 – 9:10	Introduction to the Nottingham & Nottinghamshire Refugee Forum	
9:10 – 9:20	Transit	
9:20 – 9:40	<b>Adam Hetherington, Google</b> Navigating the “messy middle” of the digital consumer	TBC
9:40 – 10:00	<b>Krisi Smith, Bird &amp; Blend Tea Co</b> Building a connected community in a hybrid world: why brand voice is more vital than ever before	TBC
10:00 – 10:20	TBC	TBC
10:20 – 10:50	Break and coffees	
10:50 – 11:20	<b>Steve Paine, SISTRIX</b> High performance SEO: blueprints for success	<b>Kiorhte Aghoghogbe, Hallam</b>
11:20 – 11:40	<b>Expert Saas panel,</b> hosted by Jake Third, Hallam	<b>Lauren Howatson, Emmanuel House</b>
11:40 – 12:00	<b>Liam Higgins, Google</b>	<b>Julie Reid, Hallam</b> Better business for a better world
12:00 – 13:00	Lunch	
13:00 – 13:20	<b>Charlotte Tomlinson, Hallam</b> Using search data to power your marketing strategy	TBC
13:20 – 13:40	<b>Dr Dave Chaffey, Smart Insights</b> Content marketing: the top trends for 2022 and beyond	TBC
13:40 – 14:00	<b>Duarte Garrido, Coca-Cola HBC</b> The Value of Values – How to leverage marketing to feature in tomorrow’s nostalgia	TBC
14:00 – 14:15	Transit	
14:15 – 14:35	<b>Dr Naomi Muggleton, University of Oxford</b>	<b>Medhavi Khanna, Google</b> Modern Search best practices
14:35 – 14:55	<b>Ben Wood, Hallam</b> 5 principles of advertising effectiveness	TBC
14:55 – 15:15	<b>Johnnie Norton, Head of SME (UK&amp;I), Klarna</b>	<b>Elliot Haines, Hallam</b>
15:15 – 15:45	Ice cream break	
15:45 – 16:10	<b>Fireside chat with Susan Hallam and guests</b>	
16:10 – 16:15	<b>Jake Third, Hallam</b> It’s a wrap-up!	
16:15 – 16:30	Leave	
16:30 – 18:30	After party at Nottingham Castle	