



“Optimism and Growth in a post Recessionary Ireland.”

Itinerary

Tuesday March 30th 2010

8.00 AM - 10.00 AM

Studio One, Radio Centre, RTE, Donnybrook, Dublin 4

- 0800 Registration, Tea & Coffee & Networking
- 0830 chairman Dave Harland - Introduction to The Brainfood Store
- 0835 Welcome from Geraldine O'Leary, Commercial Director, RTE Television
- 0838 Introduction to Dr Martin McAlesse
- 0840 **Dr Martin McAleese - Your Country Your Call**

YOUR COUNTRY
YOUR CALL

Your Country Your Call is a major national economic competition which is open to all at home and abroad. This competition seeks to identify major proposals that will, when implemented have a visible economic impact, creating both business and employment.

The initiative is the brainchild of Martin McAleese and he has the backing of all the key figures from industry banking, commercial enterprise groups and academia. All of them have committed to giving up free advice, resource, programming, airtime and so forth. Martin will brief us on the continuing success of what is the biggest cross media and industry partnership ever assembled in Ireland.

- 0855 Q & A with Martin McAlesse
- 0905 Introduction to Ed Ling
- 0910 **Ed Ling - Managing Director, Mediaedge cia Global**
- Are you in control enough to let go?***

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When digital was the new frontier, agencies and clients struggled with new formats and channels; but now the new landscape is everyday and we have repeatable models for success: we are now in control enough to let go of the old practices. Ed suggests 7 things we can do differently today, to win tomorrow.

- 0935 Q & A with Ed Ling
- 0945 Chairman's wrap up and details of the next Brainfood Store event
- 0950 Ends