



## The Digital Festival - Hothousing Digital Ideas

### Itinerary

Feb 24th 2010, The D4 Berkeley Court Hotel

#### **MORNING**

- 0830-0915 Registration, Tea & Coffee
- 0915-0925 Introduction to the Brainfood Store
- 0925-1015 **Social Networking**  
Peter Kim, Managing Director, the Dachis Group  
*"Social Networking & Social Business Design in 2010 and beyond"*
- 1015-1100 **Apps & Mobile Internet**  
Tim Duggan - Co. Founder & Director - Mercury Girl Inc.  
*"Apps - The Revolution"*  
*How will the explosion of production, engagement with and use of Apps alter the communications landscape?*
- 1100-1130 Coffee Break
- 1130-1220 **Twitter**  
Shel Israel, Author "Tweeterville"  
*"Twitter - Joining the Conversation"*  
*Real world stories of how Twitter has dramatically helped companies grow, provide greater customer service and changed the dynamic of the human conversation.*
- 1220-1245 Organised Networking
- 1245-1345 Lunch.

#### **AFTERNOON**

- 1350-1440 **Digital Consumer Insights**  
Martin Baillie - Planning Director, Glue London  
*"How Digital consumers interact with the online world"*
- 1440-1530 **Blogging**  
Russell Davies - The Open Intelligence Agency  
*"From Digital to Post-Digital, from blogging to everything: thinking about business in a connected world"*
- 1530-1615 **Keynote**  
Brent Hoberman - Co. Founder, Lastminute.com  
*"Digital Growth - Opportunities for the future and some lessons from the past"*
- 1615-1700 **The Fireside Chat**  
Open forum panel discussion with all speakers and delegates.