



The Role of The Smart Phone in Promotional Marketing

7.30 - 9.45am, Wednesday 17th September
RDS Members' Club

Our 3 expert speakers; Patrick Leddy, Donald Douglas and Fintan Lonergan will each give a 25 minute speech on the role of the smart phone in Promotional Marketing. They will highlight the latest innovations in the sector and how and where they can be used to create more effective promotional campaigns. The floor will then be opened and speakers will take questions from attendees in a Q&A section.

Speakers:

Patrick Leddy

CEO & Founder, Pulsate & Furious Tribe

According to The Sunday Independent, Patrick Leddy is one of the 30 under 30 who are shaping Ireland's future. Patrick is CEO & Founder of Pulsate. Pulsate helps companies to track customers in store and get better insights into how they shop. Through a cloud platform and MicroBeacons™, Pulsate allows brands to turbocharge customer engagement. Previously, Patrick also founded Furious Tribe, a leader in mobile strategy having developed apps for the likes of RTE Sport, TV3, Vodafone and Citibank. It now has offices in Dublin, London & New York. Patrick has previously been a key note speaker at The Mobile World Congress, DMF Dubai, and The Digital Media Summit.



Donald Douglas

Founder & Director, Return2Sender

Donald Douglas is founder and Strategy Director of Return2Sender, Ireland's leading Mobile Marketing Agency, and has been instrumental in shaping the mobile marketing industry in Ireland over the past ten years. Donald also co-founded the mobile social networking company ContactDetails.com in 2001. Prior to that Donald worked as an Account Manager with Zinc (HAVAS) Interactive UK. Return2Sender works with a number of blue chip companies in Ireland and mainland Europe, developing their mobile-digital strategies and has won a numerous awards for it's work. Donald holds a Masters in Advertising from DIT and a degree in Economics from UCD.



Fintan Lonergan

MD, O2 Media

Fintan Lonergan is Managing Director of O2 Media, the mobile marketing & engagement services arm of O2 Ireland. On the client-side Fintan has held leadership positions at Aer Lingus and MBNA. On the agency-side Fintan has been a Director of Publicis and an Account Director with direct-response agencies Wunderman & Ogilvy in the UK. He is a graduate of DIT, University of Westminster and a honorary Fellow of the Marketing Institute. He currently lectures mobile marketing for the MII and DIT.



To secure a place email karen@apmc.ie as places are limited.

Date: Wednesday, 17th September 2014

Time: 7.30am SHARP – 9.45am

Venue: RDS Members' Club

Cost: APMC Member Price : €40 per person or 3 for €100.
APMC Non Member Price: €65 or 3 for €150