

## AGENDA 2019 | RENAISSANCE ROOM | Moderator: **Joe Doveton**

TIME	EVENT
10:00	<b>ANALYTICS</b>  ADAM ENGLEBRIGHT - BigQuery Without Analytics 360 AZEEM AHMAD - No Customer? No Problem! Tips To Measure On Site Behaviour Using Signals MATTHEW KAY- Weighted Sort: Google's Not-So-Hidden Algorithm That Could Transform Your Marketing
11:00	<b>BREAK</b>
11:30	<b>CRO</b>  CHLOE FAIR - Traffic Vs Conversions: How Seo And Cro Can Work Together STEPHEN PAVLOVICH - Experiment Culture: Creating A Culture That Celebrates Failure And Drives Performance ADAM CHAPMAN-BALLARD - How Marketers Miss Up To 60% Of Their Conversions And How To Capture Them
12:30	<b>LUNCH BREAK</b>
13:50	<b>INSIGHT</b>  YULAN LIN AND MORGAN AW - Data Studio: Developer Features And New Product Developments KELLY EDWARDS - How To Use Datastudio To Understand The Impact Of Content ROB MILLARD - How We Got 2,000 Journalists To Start Using Audience Data
15:10	<b>BREAK</b>
15:40	<b>REPORTING</b>  MICHELLE VICKERMAN - Advanced Supermetrics And Google Sheets For Dummies ANDRAŽ ŠTALEC - 5 False Assumptions About Your Traffic BETHAN VINCENT - Running A High-Performing Marketing Team Using The Agile/Scrum Framework DAMIAN KOBLINTZ - Simplifying Attribution
17.00	<b>FINISH</b>