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| 10:15 | Welcome & Opening Remark Chloe Ferris, Managing Director, Digital DNA Sean Devlin, Group Sales Director, MCS Group Charlie Taylor, Technology & Innovation Editor, Business Post |
| 10:30 | PANEL DISCUSSION: Next Practice in ESG, Green Computing and Sustainable Software Engineering <i>Moderated by: Professor Jonathan Wallace, University of Ulster</i> Maria Diffley, Co-Founder, Sustain IQ Marc Nevin, Innovation Lead, Kainos Karl Kyck, Senior Portfolio Architect, Liberty IT |
| 11:00 | FIRESIDE CHAT: Lord Mayor of Belfast Micky Murray |
| 11:15 | PANEL DISCUSSION: Tech Horizons: Unveiling the Northern Ireland Startup Landscape with Ormeau Labs Beth Glenfield, Program Operations Lead, Ormeau Labs Gary Davidson, Investment lead Ormeau Labs Gareth Burns, CTO Bia Analytica Rachel Brammer, Co-Founder Onset |
| 11:45 | PRESENTATION: Imposter Syndrome – A Day in the Life of a Programmer Patrick Boyd, Principal Software Engineer, Gearset |
| 12:00 | PANEL DISCUSSION: Building a Thriving Tech Ecosystem in NI with perspectives from Belfast Chamber and members Clare Guinness, CEO, Belfast Chamber Tom Keating, VP, Essentials and Belfast Site Leader at Proofpoint John Carroll, COO at Datactics |
| 12:30 | PANEL DISCUSSION: Paving the Path to Sustainability and Innovation Brian Roche, Co-Founder and Co-CEO, Smart Sustainability Shirley Palmer, Founder, Shirley Palmer International Liam McEvoy, Co-Founder, Sustain IQ |
| 13:00 | MINISTERIAL ADDRESS Conor Murphy MLA, Minister for the Economy |
| 13:15 | Lunch break – one hour |
| 14:15 | PANEL DISCUSSION: Securing the future – Northern Ireland's Cybersecurity Landscape Sean Hanna, Founder & Director, Nemstar Paul Crumpton, Partner Relationship Manager, IASME Consortium Judith Millar, Cyber Security Research Centre of Queen's University Belfast Keith Lippart, Partner at Mangosteen Consulting |
| 14:45 | BREAK – 15 MINUTES |
| 15:00 | PANEL DISCUSSION: Game Changers – Exploring the intersection of Sports and Technology <i>Moderated by: Gareth Quinn, GM for EAME at Teamworks and Founder at Kairos</i> Andrew Waterworth, Head of Elite Player Development, IFA Andrew Trimble, Senior Director, Product at Teamworks, Co-founder at Kairos Andy Jordan, Academy Operations Manager, Manchester United Naomi McGregor, Founder & CEO, Movetru |
| 15:30 | PANEL DISCUSSION: Leading Digital Transformation: Support for Businesses and Managers with QUB <i>Moderated by: Andrei Gurca, Senior Lecturer, Queens Business School</i> Luke Johnston, Digital Marketing Lead, Allsop Software Michael Forster, Full Fibre NI Programme Manager, Newry Mourne and Down District Council |
| 16:00 | Live Cash Prize Draw with That Prize Guy |

INSPIRE STAGE

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| 10:30 | Welcome & Opening Remark Alan Wallace, Founder, Inspiring Belfast |
| 10:45 | PANEL DISCUSSION: Transforming a Loyalty Scheme to a Digital App with Barista Bar Keavy O'Mahoney, Brand Manager, Barista Bar Cora McCormick, Digital Account Director, Genesis Chris Palmer, Product Manager, E-Commerce and Loyalty, Henderson Foodservice Alistair MacFarlane, Founder & CEO of Sugar Rush Ruth Laverty, Digital Content Lead, Genesis |
| 11:15 | PRESENTATION: Leveraging Email for Explosive Growth Rory King, Founder, Rory's Travel Club |
| 11:30 | PANEL DISCUSSION: Building a successful Go-To-Market strategy for startups. Avoiding common mistakes and maximizing impact Geoff McGimpsey, Owner & Managing Partner, Foundry Marketing Partners Rosie McDowell, Patent Attorney, EIP Europe LLP Terry Canning, CEO, CattleEye |
| 12:00 | CASE STUDY: Unlocking the Power of VOD Advertising with ITVX – Strategies and Insights for Success Mike Jones, Digital Manager, ITV |
| 12:15 | FIRESIDE CHAT Mike Jones, Digital Manager, ITV |
| 12:30 | Lunch break – one hour |
| 13:30 | PANEL DISCUSSION: Innovate with purpose with TechFoundHer <i>Moderated by: Máirín Murray, CEO of TechFoundHer</i> Michelle Connor, CEO, Kinva Nicole O'Connor, Co-Founder of Learning Me Marita Kenrick, Co-Founder of Alto Health Alison McMurtrie, Founder, Investor, iDunn Consulting |
| 14:00 | PRESENTATION: Utilising New Tech and AI Tools to Maximise Creative Efficiency Paul Kennedy, Director, Life Like Media Marketing |
| 14:15 | PANEL DISCUSSION: Future-Proofing Recruitment: Embracing Diversity and Technology <i>Moderated by: Sean Devlin, Group Sales Director, MCS Group</i> Calum McBurney, Talent Acquisition Partner – Texthelp Nadine Savage, Recruitment Manager EY, UK & I Steph Murray, Manager of Talent Acquisition, ESO |
| 14:45 | PRESENTATION: Augmenting Customer-Centric Marketing with AI – Microsoft Copilot Heather O'Reilly, Microsoft Power Platform Expert Consultant at Ergo |



Belfast City Council



Danske Bank



Digital Transformation Flexible Fund



Gearset



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