

FUTURE OF DIGITAL ASSET MANAGEMENT SUMMIT (2ND UK EDITION)

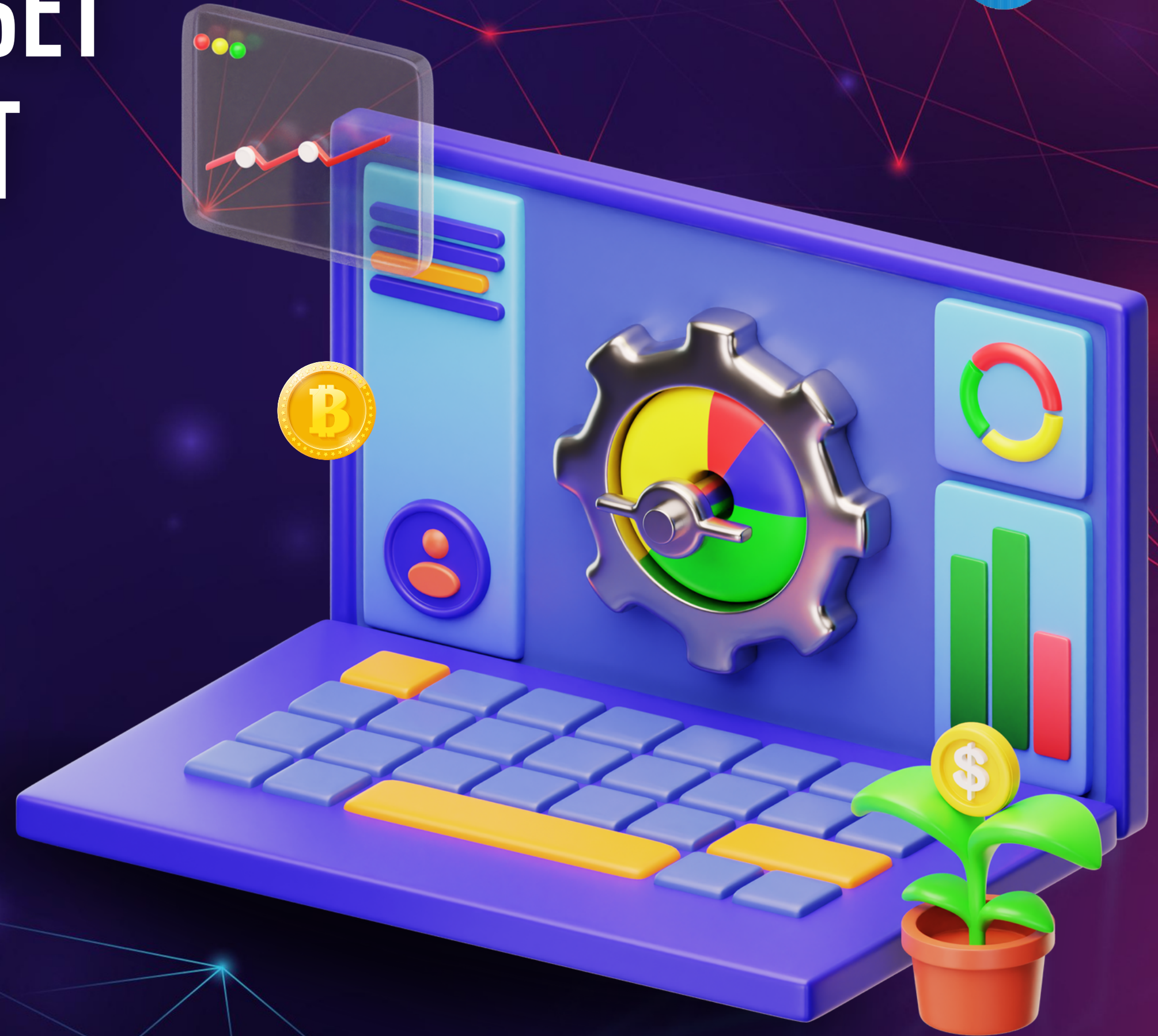
#FDAMUK2024

Date: 15th February, 2024

Time: 9:00 AM GMT



London, UK



TIME TABLE – 15TH FEBRUARY, 2024



OPENING REMARKS : 9:00 – 9:15

Keynote 1	Role of DAM in maintaining brand consistency across multiple channels and touchpoints.	9:15 – 9:40	Mark Gallagher Director, Digital Asset Management Unilever	Q & A 9:40 – 9:45
Keynote 2	Reserved for Sponsor	9:45 – 10:10	Martin Vallance Director of Digital Asset Management Egis in the UK	Q & A 10:10 – 10:15
Keynote 3	The Future of DAM: Trends and Predictions.	10:15 – 10:40	Reserved for Sponsor	Q & A 10:40 – 10:45

Coffee Break: 10:45 – 11:15

Keynote 4	How to Choose the Right DAM System for Your Business?	11:15 – 11:40	Kerri Kaven Digital Content Marketing Manager The Dune Group	Q & A 11:40 – 11:45
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**Keynote
5**

Effective Content Management with DAM.

11:45 - 12:10

Hannah Wilkinson
Senior Social Media and Content
Marketing Manager, Europe
Urban Outfitters Europe

Q & A
12:10 - 12:15

Lunch Break: 12:15 - 13:15

**Keynote
6**

Creative Workflows And Dam: Optimizing Production
And Distribution Of Brand Assets.

13:15 - 13:40

Reserved for Sponsor

Q & A
13:40 - 13:45

**Keynote
7**

Maximizing the Value of Digital Assets through
Effective Metadata Management.

13:45 - 14:10

Reserved for Speaker

Q & A
14:10 - 14:15

**Keynote
8**

DAM and Marketing Automation: Integrating Two Key
Technologies for Business Success.

14:15 - 14:40

Alex Hryniewicz
Director of Content
Little Dot Studios

Q & A
14:40 - 14:45

Coffee Break: 14:45 - 15:15

**Keynote
9**

Digital Asset Management and Remote Work: Best
Practices for Success.

15:15 - 15:40

Carolina Teixeira
Director of Brand Marketing
the LEGO Group

Q & A
15:40 - 15:45

**Keynote
10**

How AI and ML are being used to automate processes
and improve metadata tagging.

15:45 - 16:10

TBA

Q & A
16:10 - 16:15

**Keynote
11**

Why video content is growing in importance and how DAMs are adapting to handle this format?

16:15 – 16:40

Jodie Blackbrough
Head of Content | Digital, Customer & Strategy
Harrods

Q & A
16:40 – 16:45

**Keynote
12**

More than just a DAM – Making a case for Content Hub.

16:45 – 17:10

Darren Leon Mckoy
Global Creative Director
Dr. Martens plc

Q & A
17:10 – 17:15

**Panel
Discussion**

Future of Digital Asset Management Summit in 2024: Trends we can't afford to miss.

17:15 – 17:40

Mark Gallagher	Director, Digital Asset Management	Unilever
Martin Vallance	Director of Digital Asset Management	Egis in the UK
Kerri Kaven	Digital Content Marketing Manager	The Dune Group
Hannah Wilkinson	Senior Social Media and Content Marketing Manager, Europe	Urban Outfitters Europe
Alex Hryniewicz	Director of Content	Little Dot Studios
Carolina Teixeira	Director of Brand Marketing	the LEGO Group
Jodie Blackbrough	Head of Content Digital, Customer & Strategy	Harrods
Darren Leon Mckoy	Global Creative Director	Dr. Martens plc

CLOSING REMARKS : 17:40 – 17:55

COCKTAIL RECEPTION : 17:55 – 18:55

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