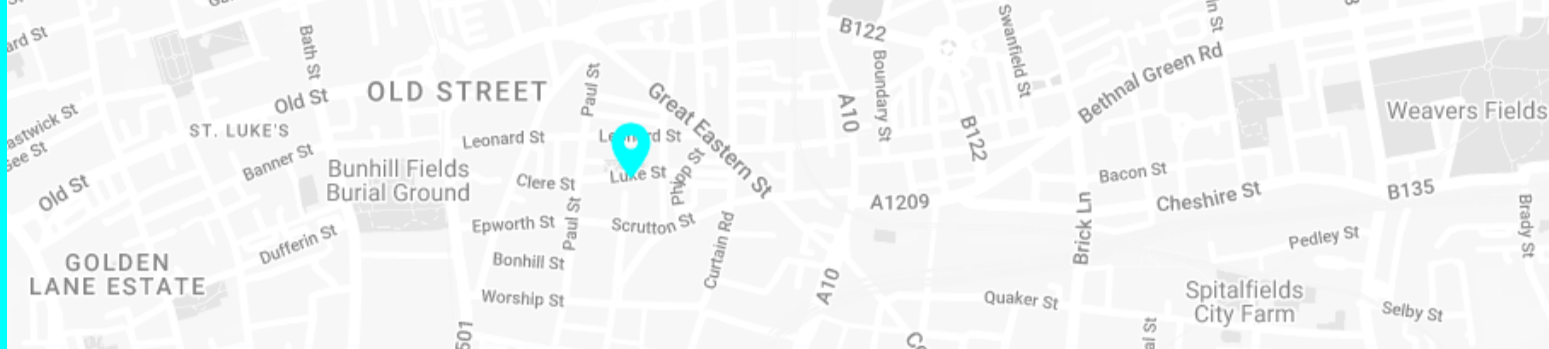


# Navigating your digital marketing in a cookie-less world



📍 The Loading Bay, 25 Luke St, Hackney, London, EC2A 4DS



## Why should you attend?

Big changes lie ahead. Third-party cookies will soon be a thing of the past. This is a big deal for digital marketers working in the publishing and events industries, who have been heavily reliant on cookies to target and create better experiences for their prospects and customers.

If you want to understand what the future of digital marketing looks like, understand the challenges of third-party cookie removal and learn how to limit the impact on your business, then this is an event you must attend.

## Program:

- 2:30pm – 3:00pm** Event open, refreshments and networking
- 3:00pm – 3:15pm** Welcome and introduction
- 3:15pm – 4:15pm** **Discussion 1 – How the cookie crumbles. The future of marketing in a post-cookie world.**  
Hear from the experts about how they are considering the future without third-party cookies. Understand the impact and the opportunities it presents, ask questions and leave with actionable and balanced ideas to take back to your business.

### Speakers



**Moderator:**  
John McMahon,  
CEO, MCM



**Duncan Smith,**  
Director, iCompli  
Limited



**Zachary Faruque,**  
Director, Deloitte



**Steve Kemish,**  
CEO, Intermedia  
Global



**Clark Boyd,**  
Lecturer & Writer  
on Digital  
Transformation  
& Marketing



**Rory Donnelly,**  
Enterprise Account  
Director, LinkedIn

- 4:15pm – 4:30pm** Break with networking and refreshments

- 4:30pm – 5:30pm** **Discussion 2 – Does consistency conquer all? Do the benefits of an 'always on' marketing funnel outweigh the challenges?**

Many are looking to loyalty strategies as the best line of defence in the wake of the demise of the cookie.

Learn about the '365 model' and why, despite its challenges, it is fast becoming a winning formula for marketers. We'll discuss how maintaining audience engagement throughout the year can help you build a robust first party data strategy and deliver better results than siloed peaks of activity.

### Speakers



**Moderator:**  
John McMahon,  
CEO, MCM



**Steve Kemish,**  
CEO, Intermedia  
Global



**Thomas McMahon,**  
Senior Account  
Manager, MCM



**Alex Hughes,**  
Co-Founder, Totem



**KL Daly,**  
Senior Agency  
Lead | Social Impact -  
UK Lead, LinkedIn



**Sarah Lock,**  
Marketing  
Acceleration  
Director at  
Informa Connect

- 5:30pm – 5:45pm** 'Wrap-up' and closing statements
- 5:45pm – 6:30pm** Networking
- 6:30pm** Event close