

# inOrbit24

**DAY 00**  
**Monday, April 8<sup>th</sup>**

## STRATEGY / CAFE GRAND LOBBY

**16:30** Registration

**17:00** Savor the Spirit: A Rum Tasting Experience @ Cafe Grand Terrace

**18:00** Wrestling the Bear, Neil Collard

**18:45** Marketing Freaks Podcast Live! The Future of Marketing: What's Left For Us Humans? Host: Jon Quinton, Guest: Samantha Lewis-Williams

**19:30** The Art of Networking in the Business World, Boško Praštalo

**20:15** inOrbit Sunset Social @ Cafe Grand Lobby

**STRATEGY**  
EUROPA HALL

**DEEP DIVE**  
EMERALD HALL

**FIRESIDE**  
MEDITERANEA HALL

**WORKSHOPS**  
ADRIA HALL

**WELLBEING**

08:00

**Morning Activation**, Magda Kay @Bernardin Beach

08:30 **Registration**

**ADHD/Neuro diversity as a superpower in digital marketing**,  
Host: Jono Alderson,  
Guest: Arnout Hellemans

09:30 **Opening: Welcome to the digital universe**

09:45 **Conscious Leadership through the Storm: 5 Insights Inspired by Meta**,  
Joao Adao

10:30 **Break**

10:40 **Navigating the AI Revolution: Insights and Strategies for Success**,  
Tomaž Valjavec

**Design for Impact: Your Guide to Designing Effective Product Experiments**,  
Erin Weigel

**Get ready for Privacy Sandbox - RTB House Approach**,  
Katarina Štrucelj,  
Wiktor Urbanski

11:10 **Using behavioural science to master your customer journey**,  
Becky Simms

**Lesson learnt: a 5-year story on how not to let an experimentation program fail**,  
Simone Iuculano

11:40 **Coffee break**

12:10 **Humanizing Digital Experiences**,  
Maria Luiza de Lange

**How to Create an Effective Social Media Strategy in 2024**,  
Roberta Cianetti

**Planning for Agency Growth**,  
Host: Jono Alderson,  
Guest: Neil Collard

12:40 **Drive growth: taking chances, but not by chance**,  
Karmen Krumpestar

**Conversations boost Conversions: how two letters can have a huge impact on your digital campaigns**,  
Andrea D'Ottavio

13:10 **Lunch break**

14:40 **Growing and developing a podcast to fit into your marketing strategy**,  
Azeem Ahmad

**Case study 1: How we used AI to fight for animal welfare**,  
Tjaša Lenardič & Eva Novak  
**Case study 2: Benefits of a joint website and mobile app analytics**,  
Boštjan Hozjan

**The RESILIENCE toolkit: a serious reflection and proven hacks on how to get your energy back in order to cope with your leadership and entrepreneurial challenges**,  
Matej Delakorda

15:10 **The Secret Weapon for Top B2B Brands - Influence**,  
Lee Odden

**Performance Marketing - Why You MUST think beyond the click, and 5 things that will supercharge your return**,  
Jon Quinton

15:40 **Personal Branding & it's Magic on LinkedIn**,  
Kotryna Kurt

**The 10 Commandments of High-Converting Ecommerce Email Campaigns**,  
Daniel Budai

**Costa Coffee Latte Art Workshop** @Europa Lobby

16:10 **Break**

16:25 **Brand-building creativity in the digital platforms**,  
Tom Roach

17:10 **My heart is in Havana Networking Party** @ Europa Lobby

19:00 **Dinner**

21:00 **Red Orbit Epic Party**

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**WELLBEING**

08:00

**Morning Restoration,**  
Magda Kay @ Church  
Platform (Hotel Histron)

09:00 **Registration**

**Unlocking Peak Performance: Biohacking, Habits & Brain Boosters,**  
Host: Jono Alderson  
Guest: Grega Gostinčar

09:30

**State of the Nation - What's Next For Digital Agencies,** Robert Craven

**When to use Machine Learning Models in SEO and which ones to use,** Lazarina Stoy

**How to Use AI For Your Next Email Campaign,** Daniel Budai

10:00

**Lessons Learned Leading Companies,** Pete Watson-Wailes

**Fragmented & Fast-Changing: A Creative New Approach to the Dynamic Searcher Journey,** Heather Physioc

10:30

**The Road to Relevance: Lessons Learned on the path to 1.5 million users,** Črt Podlogar, Martin Pelc

**Better Technical SEO audits - the ultimate guide,** Martin Splitt

11:00

**Coffee break**

11:30

**Using Ideas to Ruin Reputations and Diminish Influence,** Michael Heinley

**Improving Your Lead Generation Performance with WhatsApp API and Automation,** Ann Stanley

**Unlocking the Secrets of SEO: An AMA Session on Organic Search, Structured Data, Performance Optimization, and Technical SEO Mastery,**  
Host: Greg Gifford,  
Guest: Jono Alderson

12:00

**Deploy Ecommerce Growth Economics for "Unstoppable" Growth,** Rok Hrastnik

**The future of Tracking - Business in a cookieless world,** Timo Aden

12:30

**Lunch break**

14:00

**Dollar-a-Day Dominance: Mastering Cross-Platform Paid Social Strategies on Facebook, TikTok, YouTube, Twitter, and LinkedIn,** Dennis Yu

**Case study 3: SEO - Mission possible,** Sabina Bizjak  
**Case study 4: Achievement Unlocked: How Sava Insurance Gamified Lead Generation and Subscribed Over 2,000 Families?** Blaž Pregelj

**Customer is King!?? The reality,** Host: Robert Craven,  
Guests: Ann Stanley, Becky Simms, Valentina Pirih

**Social Media & Mental Health: A Path to Mindfulness,** Roberta Cianetti

14:30

**From Concept to Conversion: Exploring Advertising on TikTok and Success Stories,** Sebastian Szmigielski

**Launching a brand B2B,** Anne Lathouwers

15:00

**How to be a Local SEO Superhero,** Greg Gifford

15:30

**Break**

15:45

**Will AI kill customer loyalty?** Magda Kay

16:30

**Grill & Beer** @ Cafe Grand Terrace

19:00

**inOrbit Awards Reception**

20:00

**The Dinner of Champions** @ Emerald Hall