Events

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<h3>UCD New York Alumni: Panel Discussion & Networking Reception</h3>

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<h4>Tuesday , 24 October 2017 - 18:30</h4>

Join us at the exclusive Neue House Madison Square for an evening of learning, discussion & networking on Tuesday October 24th. A panel of New York based alumni will share their insights, experience and expertise on the dynamic themes of Digital Media/Marketing & Branding. This event promises insight, thought provoking discussion and a wonderful opportunity to connect and reconnect with fellow UCD alumni and with your alma mater.

<h2>'Moving @ the Speed of Data: How the US Marketing Landscape is adapting and evolving' </h2>

Event details:

Date: Tuesday, October 24th, 2017

Venue: The Library Room at NeueHouse Madison Square, New York, NY10022

Dress: Business Attire

Running order for the event:

6.30pm – 7.00pm: Registration & Drinks Reception

7.00pm – 7.45pm: Panel Discussion & Q&A

7.45pm – 8.30pm: Networking & Connecting with fellow UCD Alumni, UCD Staff Members & friends

Please note: The charge for this event is €20.00 (approx. $25.00). Drinks & Canapes will be served. Places are strictly limited so please register below to secure your place. Please contact Durnin at gillian.durnin@ucd.ie or +353 1 7168874 with any queries.

We hope you will be able to join us and we look forward seeing you on October 24th.

The panel participants are:

Anne Yvonne Daly - SVP Strategy & Customer Engagement at Havas Health/Health4Brands

Anne entered the world of pharmaceuticals after achieving a BComm International and Italian degree at UCD and a Masters in International Marketing at Smurfit Graduate Business School. She commenced her professional career with Bristol-Myers Squibb before moving to Pfizer into a Customer Marketing role. Today, Anne is SVP

of Strategy & Customer Engagement at Havas Health Worldwide, a position which she has led since January 2015. Anne is an innovative strategic partner with some of the largest and unique global pharmaceutical companies where she drives digital strategic solutions and leverages advancements in both healthcare and technology.

Christina Carey Dunleavy - VP, Ad Sales Marketing & Solutions at Discovery Communications

Christina serves as Vice President, Ad Sales Marketing for Discovery Communications. Based in Los Angeles, Dunleavy manages the development and execution of integrated branded content across linear, digital and social platforms for Discovery’s portfolio of networks. She leads a team focused on developing creative solutions for automotive, studios and tech categories. Prior to joining Discovery Communications, she worked for NBC Universal, ESPN, Ogilvy Group, RTÉ and Disney/ABC Television Group. Christina holds a Bachelor of Science from Kean University as well as a Masters of Business Administration from UCD Michael Smurfit Graduate Business School.

Lucy Noble Forbes – VP, Brand Practice Edelman

Lucy Noble Forbes offers a truly global perspective. She joined the Edelman team in New York in 2011 with experience on globally recognized brands, including PepsiCo, Mars Petcare (Pedigree and Whiskas) and Danske Bank, and during her 6+ years in the Edelman NY office, she has supported and driven work for brands including Vaseline, Dove, Dove Men+Care and T.J.Maxx. Lucy currently manages communications marketing for the T.J.Maxx business.

Helma Larkin – Marketing & Investment Consultant at AdQuick & DriveOzzy

Helma is a top performing and award winning Senior Management Executive with more than 17 years of experience in Global Advertising and Big Four Accounting firms. A dynamic executive with extensive international experience, Helma has a track record of driving organic growth and acquisition activity that capitalized on her strong foundation of operations excellence and financial accounting background. She has a proven ability to position technology innovation to drive product development and improved financial growth as well as proven leadership to identify and recruit top talent.

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<table class="table"><tr><td>Individual Ticket</td><td>EUR20</td><td>Book</td></tr></table>