

DAY 1: Leadership in Creative Commercial Communications



Thursday 7 th September	Theme	Contributor(s)	Organisation & Role
9.30 – 9.45	Welcome & Overview	Rosie Hand Ashley O Donoghue	TU Dublin Head of Discipline TU Dublin Academic Lead
9.45 - 10.30	The Challenges of Leadership: Managing yourself and managing others	Charley Stoney	CEO, IAPI
10.30 – 10.45	BREAK		
10.45 – 11.30	Leadership: The Future	Dee Waldron	CEO, TBWA
11.35 – 1.00pm	Leadership – The Context	Ashley O’ Donoghue	TU Dublin Academic Lead
1.00 – 2.00	LUNCH		
2.00 – 2.45	Leadership & Board Governance	Thora Mackey	Chartered Director
2.50 - 3.30	Leadership & Trust	Colin Hughes	TU Dublin Head of Graduate Business School
3.30 – 3.45	BREAK		
3.45 – 4.30	Leadership & Crisis Management	Brian Melarkey Paul Bradley	Executive Creative Director, Fleishman Hilliard Head of Coporate Practice Fleishman Hilliard
	Overview of the day	Ashley O Donoghue	TU Dublin

DAY 2: Leadership in Creative Commercial Communications



Friday September 8th	Topic	Contributor(s)	Organisation & Role
9.30am	Welcome	Ashely O’ Donoghue	TU Dublin
9.35– 11.30	Conflict & Negotiation	Michael Clancy	COO, Core

	(Leadership an Empirical Overview of Development)		
11.30 – 11.45	BREAK		
11.45 – 1.00	Leadership and Inclusion: The Challenges	Ashley O’Donoghue	TU Dublin
1.00 - 2.00	LUNCH		
2.00 - 3.00	The Journey so far	Jane McDaid	Founder, Thinkhouse
3.00 - 3.15	BREAK		
3.15 – 4.00	Developing Career Paths through Mentoring: Evidence from Research	Trish Ganley	Irish Research Council Government of Ireland Scholar
4.00 – 4.30	Assessment Strategy and Overview of the day	Ashley O Donoghue	TU Dublin