

11:30 AM-1:30 PM Registration, Networking & Lunch

1:30-1:45 PM **Welcome to DigitalNEXT**

1:45 PM-2:15 PM **Intro to Digital: The Three AI Swimlanes**
Shane Madden, Vice President, Sales TransPerfect

2:15-2:45 PM **Fireside Chat with Peec AI: Platform x Agency | Making AI Visibility Data Actionable**
Antonia Breitenfellner, AI Search Strategist Peec AI
Julie Franck, Director, Digital Marketing Strategy TransPerfect
Gemma Houghton, Marketing Director TransPerfect

2:45-3:15 PM **Bluefish AI: AI Search - Where We Are Today and What's Coming Next**
Mike Bagliebter, Head of Agency Partnerships and Growth Bluefish AI

3:30-3:55 PM **Podean: The Future of Agentic Shopping on Amazon: Why Brands Can't Afford to Wait**
Fred Pearce, UK Commercial Director, Podean

3:55-4:20 PM **Kellanova: Building a Global Digital Center of Excellence**
Roisin Devine, European Kellanova Digital and Social Lead, Kellanova Europe

4:20-4:45 PM **Aura: Building the Marketing Operating System**
Mario Lenoci, GenAI Content Marketing Strategist TransPerfect

4:45-5:20 PM **Fairmont Hotels: Scaling Global Digital Experiences**
Edouard Lemaire, Global Director Digital Experience & Performance

5:20-5:45 PM **Beyond the Campaign: How Creative Production Turns Great Ideas Into Lasting Value**
Ben Clark, Executive Director Global Creative Solutions The Mill & TransPerfect

5:45-6:00 PM **Closing Remarks Day One**

6:00-8:00 PM Post-Event Networking Cocktail Reception



These sessions will take place in Gielgud (2nd Floor)

9:00-9:45 AM Doors Open, Coffee & Networking

9:45-10:30 AM
FLEMING 3rd Floor

Beyond Intelligence

Matt Hauser, Chief Experience Officer, TransPerfect

Artificial intelligence has rapidly shifted from a novelty into an everyday baseline, but true competitive advantage lies in what you build on top of that technology. Discover how TransPerfect's continuous evolution can help turn new capabilities into strategic outcomes for what's NEXT.

10:30-11:45 AM
FLEMING 3rd Floor

KEYNOTE

Unreasonable Brands: How to Build a Brand Centered on Unreasonable Hospitality

Will Guidara, New York Times bestselling author of Unreasonable Hospitality and former co-owner of Eleven Madison Park, will show how making people feel valued turned a restaurant into the best in the world, and how that same thinking builds brands people stay loyal to.

11:45-12:45 PM

Lunch

12:45-1:15 PM

Amazon.com: Linguistic QA of Production Content

Danielle Guenther, Sr. Program and Team Manager Amazon

1:15-1:45 PM

Two Circles: Impact of Underage Social Media Ban

Moe Hamdhaidari, Director, Content Two Circles

1:45-2:10 PM

Segment of One: AI-Powered Content Personalisation at Scale

Harry Thakkar, Vice President TransPerfect

2:10-2:40 PM

Open Forum: Ask the Digital Marketing Experts

Dana Weber, Global Director, Client Services TransPerfect

Julie Franck, Director, Digital Marketing Strategy TransPerfect

Henry Barfoot-Saunt, Executive Director TransPerfect

Ben Clark, Executive Director Global Creative Solutions The Mill & TransPerfect

2:40-2:55 PM

Closing Remarks Day Two