

# Festival of Business Format for the Day

**Host** Claire McCollum

8.30am Registration and Networking

9.20am **Event Welcome & Introduction**  
CAT MCCUSKER President, NI Chamber

9.25am **Welcome from our Headline Sponsor**  
SUZANNE QUIREY Business Director, Legacy Resources

9.30am **Is Your Brand All Talk and No Personality?**  
ALAN WALLACE Founder, Inspiring Belfast

10.00am **In Conversation with Bored of Lunch**  
NATHAN ANTHONY Founder, Bored of Lunch

10.30am **Coffee, Exhibitors & Networking**

Structured Networking Session Facilitated by Alan Wallace

11.30am **AI Panel Session**  
TIM CUSH Automation & AI Partner, EY  
JERRY STAPLE Founder, Intrinsicai  
RUTH MCGUINNESS Head of Data and AI, Kainos  
ALISTAIR STOOPS Data, Analytics and AI Lead, Ergo Technology

12.00pm **Guinness Ireland - Brand Building in Culture**  
ALAN MCALEENAN Marketing Director, Guinness

12.30pm **The Magic Of Success**  
JOEL M. World Renowned Mentalist / Magician

1.00pm **Close**

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