

AffiliateHuddle

AGENDA

HEADLINE SPONSOR



PREMIUM SPONSORS



CONCERT HALL | Moderators: Red Barrington & Jeremy Coster

9:30 DOORS OPEN

10:30 Welcome to Affiliate Huddle by **James Little**

10:40 We need to talk about compliance: the intentional and the unintended misuse of promo codes and paid search terms - with **Smita Pillai, Elena Glynn, Lydia Perrin, Stephen Kerin**

11:10 GA4: unfair modelling or concerning revelation? - with **Steve Bryant, Imogen Collins, Edwyn McFarlane, Marius Tudor, Andrew Turner**

11:40 COFFEE BREAK + NETWORKING

12:10 Real publishers, very real problems - with **Karl Wood, Victoria Gallego, Jared Owen, Aaron Dowler, Ray Wright**

12:40 Three UK's leading publishers explain their strategies to navigate the challenges of cookie deprecation and user consent on affiliate revenues - with **Steven Brown, Samantha Mills, Chris Said, Dominic Butterell**

13:10 LUNCH + NETWORKING

14:40 Debunking myths: why publishers need to rethink their affiliate monetization strategies - with **Lavin Punjabi, Yusef Mirza, Heather Peebles, Dan Cohen, Charlotte Moore**

15:10 Revolutionizing affiliate marketing with AI: strategies and success stories - with **Alona Malinovska, James Bentley, Rob Berrisford, Danielle Dickinson, Lewis Broad-Ashman**

15:40 COFFEE BREAK + NETWORKING

16:10 Dynamic solutions through the affiliate channel - with **Charlie Row, Kirsten Black, Peter Smith, Carolina Paradas, Grant McAngus**

16:40 The leaders panel - with **Julia Stent, Christie Frazer, Suzanna Chaplin, James Little, Linda O'Connell, Calum Lewis**

17:20 Update from the APMA - with **Kevin Edwards**

17:30 Thanks and goodbye by **James Little**

17:40 FINISH - DRINKS IN THE FOYER BAR, THE DOME

AFTER PARTY AT REVOLUTION FROM 7PM

PRESENTED BY



TopCashback

brightonSEO.