



12:00

**Panel Discussion: Redefining Business as Usual**

Speakers: Minister for Jobs, Enterprise and Innovation Richard Bruton,  
Microsoft EMEA Director Cathriona Hallahan  
National Football League Chief Marketing Officer Mark Waller  
Monster.com Sales Director James Mailley

12:55

**Closing Remarks U.S. Ambassador to Ireland Daniel Rooney**

13:15

**Lunch**

Luncheon Speaker: Commentator Micheàl O Muircheartaigh