

## Programme

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### Pitch Your Heart Out! Digital Content and Social Selling Workshops & Pitching Competition for Emerging Fashion Brands

Wednesday 26<sup>th</sup> April 2017

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- 10.00 – 10.30 Registration, Tea & Coffee
- 10.30 – 10.35 Welcome and Introduction  
*Franceska Jones, DIT London*
- 10:40 – 11:40 Workshop 1: Making the Most of Digital Content – I Heart Studios  
*What is key to top content and how can you use it to increase your brand exposure?*
- 11:45 – 12:45 Workshop 2: Your Social Commerce Strategy – Stephen Bardle, DIT  
*How to use influencers, bloggers and social media to grow your e-commerce sales*
- 12.45 – 13.30 Networking Lunch
- 13.30 – 13.40 Welcome and Introduction  
*Sjors Bos, CEO, I Heart Studios*
- 13.40 – 13.45 Finalist & Judging Panel Introduction  
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- 13.45 – 15.30 Finalist Pitches - Pitch Your Heart Out!
- 15.30 – 15.45 Tea & Coffee Break
- 15.45 – 16:00 Announcement of the Winner and Closing Remarks  
*Parveen Thornhill, Regional Director, DIT London*
- 16.00 Networking Drinks

