

The Digital Food Hub



- ✓ A new and innovative programme
- ✓ First of its kind designed specifically for the food and drink industry
- ✓ Launched in April 2014
- ✓ Eight master classes
- ✓ Additional mentoring: online and face-to-face

The Digital Food Hub Programme Participants 2014



Growing the success of Irish food & horticulture

Bord Bia
Irish Food Board

The Digital Food Hub 2

Programme Participants 2015



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The Six Master classes

- ✓ i) Tracking & Measurement - Analytics, Insights & Consumer Intent
March 5th (9am – 12 noon)
- ✓ ii) Search as a barometer - Using search to understand & reach your audience
April 16th (2pm – 5pm)
- ✓ iii) Video - Building your food brand online
May 14th (2pm – 5pm)
- ✓ iv) Social - Understanding the social ecosphere
June 11th (2pm – 5pm)
- ✓ v) Exporting and ecommerce!
Aug 20th (2pm – 5pm)
- ✓ vi) The Digital Food Wrap - Recap of the programme.
Sept 24th (2pm – 5pm)