



KEYNOTE SPEAKER TESTIMONIALS

DUBLIN INSTITUTE OF TECHNOLOGY

“We were delighted to have David Gluckman give a guest lecture at our University to our post-graduate business and advertising students and an invited group of industry professionals. His lecture was a tour-de-force insight into the practical issues involved in launching a global mega-brand - Baileys. With a powerful sense of reflection, David was able to show how passion and conviction are prerequisites for success, and he has some forceful views on the received wisdom of the role of research in brand development. He would be an excellent contributor to any course in branding, advertising or product development.”

Alex Gibson

**Assistant Head of School
School of Marketing
Technological University Dublin**