

# Media Careers Event 2026



**Industry Insights  
Alumni stories  
Networking**

**Feb 3, 2026  
1 pm - 4:30 pm  
Back Foyer  
EQ002 & EQ116**

# Why Attend?

- Hear real CAREER INSIGHTS from people who have carved out paths across media, design, tech, journalism, marketing, and more.
- Discover NEW DIRECTIONS, as often the most unexpected talk is the one that sparks a new idea or helps you see your own skills differently. So attend even if it doesn't seem immediately relevant!
- Hear about how others developed practical, TRANSFERABLE SKILLS: building connections, presenting confidently, interviewing well, pitching with clarity, and navigating the ups and downs of creative careers.
- Meet organisations and INDUSTRY VOICES who are here to share their learnings and support.

Come with an open mind! Even one great tip, one new contact, or one fresh perspective can shift your whole approach.



**Kenneth Coyne**

Head of Production,  
SSVFX



**Jocelyn Murray Boyne**

Senior UX  
Designer, AI  
Experiences,  
Workday



**Olivia Nash**

Digital  
Marketing &  
Content  
Creation, VitHit



**Ashley Chadamoyo Makombe**

Co-Founder of the  
GALPAL Collective,  
Activist & Freelance  
Journalist



**Emma O'Connor**

Producer/News  
Reporter/Presenter  
Kildare's Kfm



**Kevin Doyle**

Group Head of  
News, Mediahuis  
Ireland



**Elaine Burke**

Journalist,  
Broadcaster, Tech  
& Media Analyst



**Paula Cunniffe**

Director of  
Communications &  
Marketing, Horse  
Racing Ireland



**Aidan McGrath**

Group Head of HR  
Operations, Irish  
Times



**Deirdre Barry**

Programme Director  
National Talent  
Academy for  
Animation

READ ON FOR FULL  
SCHEDULE & EXHIBITORS:

# SCHEDULE

13:00 - 14:00 - EQ002 - Panel Discussion:

“Behind the Scenes - Career Journeys In Media”

Tips on getting started, making connections, showcasing your skills, job searching, staying resilient, and discovering your niche.

14:00 - Back Foyer - Refreshments, Networking

14:30 - 15:00 - EQ002 - Freelancing: Building Confidence & Connections - Rebekah Brooks

15:00 - 15:10 - EQ002 - Intro to the National Talent Academies

15:10 - 15:20 - EQ002 - Intro to Minding Creative Minds

15:30 - 16:30 - EQ116 - Journalism - Panel Discussion: “Media Next: Careers in a Changing News World”

Explore journalism careers through practitioner stories and a recruiter’s perspective, and learn how technology is transforming media work today.

AND 13:45-15:30...IN THE BACK FOYER MEET:  
Minding Creative Minds, The National Talent Academies, The Institute of Advertising Practitioners in Ireland (IAPI), The Art Directors Guild of Ireland - YOUR opportunity to speak to practitioners working in various roles in the creative media sectors.



**Aoife O'Kelly**

Development Director, Electronic Arts (EA)



**Conor O'Doherty**

Head of Production, 53Six, Sports Marketing



**Gemma Creagh**

Writer & Filmmaker



**Colin Brady**

Founder & Director, Taller Stories, Production Company



**Rebekah Brooks**

Managing Director, The Indie List

# EXHIBITORS

## Minding Creative Minds

Supports Ireland's creative community with free 24/7 mental health, wellbeing, and career support. From counselling and creative arts therapies to legal, financial, and mentoring services, they're here to help artists, performers, writers, designers, and all creative professionals thrive.

## The National Talent Academies

Supports emerging and established talent across Ireland's film, TV, animation, crew, and VFX sectors. An initiative of Screen Ireland, it offers nationwide training, career pathways, mentoring, and skills development to build a diverse, highly skilled creative workforce.

## The Institute of Advertising Practitioners in Ireland

The voice of Ireland's commercial creativity and communications industry. IAPI champions responsible growth, strategic leadership, creativity, innovation, diversity, and inclusion. Through training, advocacy, and industry-wide initiatives, they support agencies, attract world-class talent, and help shape Ireland as a global hub for creative excellence. [Read more using your creative skills in advertising!](#)

## The Art Directors Guild of Ireland

Represents the Production Designers, Art Directors, Concept Artists, and Graphic Designers and wider art-department creatives shaping Ireland's film and TV landscape. Founded in 2017, ADGI promotes excellence, training, good working practice, and the long-term sustainability of the Irish screen industry's art departments.

## Imirt

Represents game developers across all disciplines, bringing together solo creators, indie teams, and larger studios. Imirt promotes the growth of Ireland's vibrant games industry by championing creators, supporting community development, and showcasing Irish talent on national and international stages.