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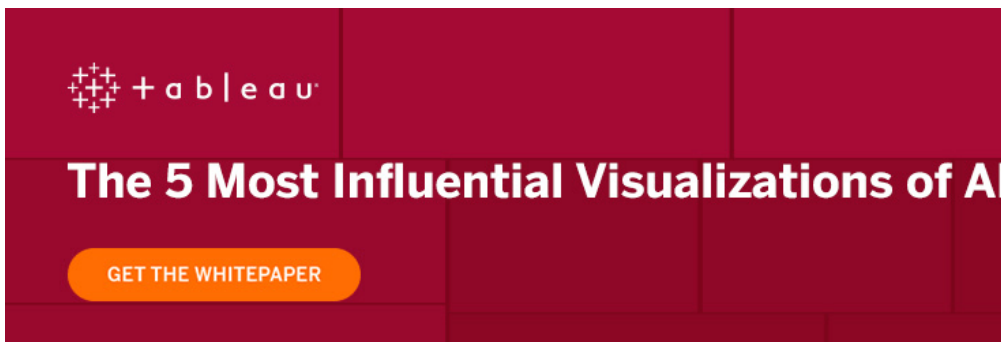
Swrve Chief Strategy Officer to Speak at Facebook Platform F (/index.php/en/events/22044-swrve-chief-strategy-officer-to-speak-at-facebook-platform-f)

EVENTS AND CONFERENCES (/INDEX.PHP/EN/EVENTS) . 23 JULY 2019



Swrve, the global leader in real-time relevant mobile engagement, today announced that Chief Strategy Officer Barry Nolan will be delivering the keynote address at Facebook’s July Platform F event “Disrupting the Market: App and Mobile First”.

As part of his keynote address, Barry will provide considerations for Irish and international entrepreneurs and business leaders in creating successful apps and mobile experiences that take advantage of the Facebook platform. In addition, Barry will be discussing Swrve and Facebook’s partnership in Ad-to-App continuity features, as well as lessons learned from the over 4 billion Swrve app integrations.



Event Details:

Platform F - Disrupting the Market: App and Mobile First

Keynote Address: 'Considerations for creating successful apps and mobile experiences'

An estimated 3 billion people will gain access to mobile phones by 2020, many of whom will rely on mobile as their sole means of getting online. Join us at Platform F for a conversation about the newest mobile marketing trends, tools, and best practices.

Date: July 25, 9:30am GMT

Venue: Facebook, 4 Grand Canal Square, Dublin, County Dublin D02 X525

Source: AETOS Wire (<http://www.aetoswire.com>)

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