

AGENDA

SAASOCIETY

15 - 17 OCTOBER
SLIEVE DONARD, NORTHERN IRELAND

A premium, invite-only retreat for AI & SaaS founders with €5M+ ARR. Designed to help you make the connections that matter, our programme of intimate content sessions and unique networking activities will ensure that you leave with a host of new contacts to leverage on your growth journey. Operating under a strict Chatham House Rules policy, cut through the noise and see why SaaSociety's content is unlike any other event.

WEDNESDAY

15.10.2025

16:15

TRANSFERS FROM RDS TO SLIEVE DONARD

19:00

ARRIVAL AT SLIEVE DONARD

All SaaSociety guests will arrive at Slieve Donard, a luxury resort nestled at the foot of the Mountains of Mourne in Northern Ireland.

20:00

DRINKS RECEPTION

A hosted drinks reception prior to the SaaSociety Dinner on Wednesday evening.

20:30

SAASOCIETY DINNER

The SaaSociety Dinner offers first-class food, drinks and company all set within Slieve Donard.

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THURSDAY

16.10.2025

08:00

BREAKFAST & CEO COACHING SESSION

Breakfast to be served from 8am. There will also be invites shared to an intimate CEO Coaching session to kickstart your morning.

10:00

SAASOCIETY WELCOME

A warm welcome to SaaSociety from Founder & CEO, Alex Theuma.

10:05

INSIDE THE GETVISIBILITY EXIT: AN €80M ACQUISITION JOURNEY IN A NEW AI ERA

Speaker: Mark Brosnan, Co-founder, Getvisibility

10:30

BUILDING THE MODERN CEO MINDSET: HOW TO SCALE SUCCESS, NOT CHASE IT

Speaker: Joe Hyrkin, Former CEO, Issuu

11:00

INTERVIEW COMING SOON!

A high-impact interview session, under Chatham House Rule, where you can ask the questions and hear the insights that aren't typically shared on any event stage.

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11:30

SAASOCIETY TABLETALKS

Join one of five SaaSociety Tabletalks, all delivered under Chatham House Rule, led by your fellow peers and subject experts.

12:30

LUNCH & NETWORKING BREAK

14:00

SAASOCIETY ACTIVITIES

All SaaSociety guests have the option of selecting one activity from the list below. All activities are subject to RSVP demand.

- **Game of Thrones Studio Tour**
- **Monster Paddle Board, Fire and Treats**
- **Shortcross Gin Distillery Tour**
- **Electric Bike Tour of Castlewellan Trail**

17:00

COFFEE, NETWORKING & FREE TIME

18:30

DRINKS RECEPTION & GALA DINNER

A hosted drinks reception before joining the Gala Dinner to round things up at SaaSociety 2025.

Agenda subject to change