Building a loyal audience in the age of algorithms

5:00 pm | 12/02/2026 | Digital Jersey Hub, Jersey Ground Floor, Block 3, Grenville St, JE2 4UF, Jersey

Book now →



In a world where reach is unpredictable and platforms keep changing the rules, building a loyal audience has never been more important (or difficult!).

At the first GREENHOUSE expert panel of 2026 we'll discuss how to build genuine connection, trust and long-term loyalty with your followers, even when it feels like the algorithms are working against you. Expect practical insights on community-building, content that builds trust, and how to stay visible without chasing every new trend.

Our panel of experienced marketers and business leaders will share what's working now, what's not, and answer your questions along the way.

- 17.00 Arrival and welcome drink
- 17.30 – 18.15 Panel and Q&A
- 18.15 – 19.30 Networking (drinks provided)

With expert panellists, Meryl Laisney of Inter Marketing, Lauren Rhodes of Creative Club and Hayley Goldacre of Mum Club Jersey.

Hosted by Jacqui Patton of Floor Ten