

The Conference Programme

Registration Opens

08.15 Coffee, Breakfast & Informal Networking

GIC Welcome & Chair's Opening Remarks

09.00

Onajomo Aggreh
Digital Communications Manager
Transport for London



Personalisation Thought-Leaders - Panel Discussion

09.20 Boost Your Email Marketing Campaigns With Next-Level Personalisation Methods For Maximum Engagement & Increased Profits

Seema Kumari
Digital Marketing & CRM Director
Hearst Magazines



Simon Haughton
Marketing Director
LSE Retail Group Ltd



Emma Stebbing
CRM & Loyalty Manager
Ideal Shopping Direct



Benjamin Toca
CRM & Loyalty International – Manager
Hertz



Eloise Shuttleworth
Director of Customer Success
Iterable



Engaging & Inspiring Content

09.55 Create Exciting, Innovative & Dynamic Content That Boosts Interactivity & Excites Customers For Top Email Results

Beth Simpson
CRM & Data Analytics Senior Manager
Canon Europe



Case Study

10.15 Innovative Ideas For Lasting Impact

Dave Holland
Regional Director
Liveclicker



Break

10.30 Morning Refreshment Break With Informal Networking

Data & Targeting

11.00 Unlock The Power Of Data To Inform Your Marketing Comms Strategy & Enable Engaging, Personalised Content

David Walker
Head of Integrated Communications Planning
SSE plc



Multi-Channel Integration

11.20 The Opportunities & Challenges For Email As Part Of Our Favourite Adventure – The Multi-Channel Customer Journey!

Nathalie Ormrod
Digital Marketing Strategist
Unicef UK



Louise Baker
Digital Marketing Strategist
Unicef UK



How To Get Personalisation Right - Fireside Chat

11.40 Personalisation Is King But How Do You Get There? Hear How Marketers Are Overcoming Obstacles To Gain Long-Term Engagement At This Fireside Chat With Real Life Examples From Top UK Brands

Tim Stone
Global Head of Revenue Marketing
Selligent



Morné Fisher
Managing Director, Enablement (EMEA)
Acceleration



Laura Paterson
Marketing Consultant
Customer First Marketing



Informal Peer-To-Peer Breakout Discussions

11.55 Facilitated Informal Peer-To-Peer Discussions

A) Subject Lines

Emma Stebbing
CRM & Loyalty Manager
Ideal Shopping Direct



B) Post-GDPR

Ashley Coidan
Head of Web & Email Communications
University of Cambridge



C) Action-Driving Content

Dave Britton
Head of Marketing & Communications
Met Office



D) **Loyalty Marketing**
Yana Stashkevich
Digital Loyalty Manager
Philip Morris Limited



E) **Email Testing**
Ish Rai
CRM Marketing Manager
PureGym Ltd



Lunch

12.30 Lunch & Informal Networking For Speakers, Delegates & Partners

Chair's Afternoon Remarks

13.35
Onajomo Aggreh
Digital Communications Manager
Transport for London



Zero Party Data

13.45 Using Zero Party Data To Improve Personalisation, Increase Engagement And Boost Results In A Privacy Conscious World

Sharon Forder
VP, EMEA Marketing
Cheetah



Tools & Tech - Panel Discussion

14.00 Get To Grips With The Latest Trends In Technology & Understand What's Really Worth Your Investment For Tech That Performs & Returns

Richard Smith
Digital Delivery Manager
Aberdeen Standard Investments



Agatha Bejan
Head of CRM
Jagex



Nicola Barnett
Director of CRM & Merchandising
Time Out Group



Elliot Ross
CEO & Co-Founder
Taxi For Email



Customer-Focused Email - Resonate & Engage

14.35 Keep The Customer At The Centre Of Your Email Marketing Strategy With Real Insights Into Understanding The Person Behind The Data For Campaigns That Resonate & Engage

Marie-Louise Lord
Senior CRM Manager
New Look



Case Study

14.55 Beyond Accommodation: How Booking.com Uses Email To Help Travellers Get Around

Dianthe Van Velzen
Product Owner
[Booking.com](#)



Layers Of Email Personalisation

15.15 Create Customer Centric Communications Utilising The Right Combination Of Data Sources

Eugene Telnov
Senior CRM Projects Manager
[Paddy Power Betfair](#)



Afternoon Break

15.35 Drinks Reception Sponsored By Acceleration



Measurement

16.10 Evidence The ROI & Success Of Your Email Marketing Campaigns With Practical & Innovative Metrics

Alice Cornell
Director of Email Deliverability
[Change.org](#)



Deliverability

16.30 Achieve Higher Deliverability Rates Across The Board With New Strategies That Ensure Emails Land Consistently

Simone Vincent
Head of Email Marketing
[Fidelity International](#)



Future Of Email - Panel Discussion

16.50 Where's It All Going? Understand The Current Shifts In Consumer & Technology Trends To Stay Ahead Of The Curve In 2020 & Beyond

Grant Baillie
Head Of Customer Marketing
[The Post Office](#)



Ashley Coidan
Head of Web & Email Communications
[University of Cambridge](#)



Yana Stashkevich
Digital Loyalty Manager
[Philip Morris Limited](#)



Nichol Callaghan
Head of Digital Marketing
Discover the World



Marie Feliho
Global Head of CRM
Just Eat



Chair's Closing Remarks & Official Close Of Conference

17.25

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