

The Virtual Advanced Email Conference Programme, 11th May 2021

Log In & Explore The Virtual Platform

08:30 - 08:50

GIC Welcome

08:50 - 09:00

Morning Chair's Opening Remarks

09:00 - 09:10

Scott Ward, Senior Retention Marketing Manager, Center Parcs

Customer-Centric Email

09:10 - 09:30

Customer-Centric Email! Put The Customer At The Heart Of Your Email Marketing Strategy For Content & Campaigns That Resonate, Engage & Ultimately, Drive Revenue

- Retain customers and keep interest levels high with targeted content that is truly relevant to each and every segment of customer
- Do you know your audience? Ensure your content and voice reflect your customer base and behaviours to drive brand awareness and sales
- No matter who your customer is, guarantee your email campaigns are fully accessible with up-to-date technologies that prioritise user experience for all

Jenna Wilson, CRM & Data Manager for Professional Products Division, L'Oréal

Next-Level Personalisation – Panel Discussion

09:30 - 10:00

Refresh Your Personalisation Strategies With Data-Led Innovation For Ultimate Customer Engagement

- More than subject lines and past-purchase behaviours: what realistic strategies can you implement quickly to push your personalisation to the next-level?
- What data is needed to keep email communications feeling human and personalised?
- Measure the results of your personalisation efforts to understand its true effect on email marketing success

Alexander Fadahunsi, Senior CRM Operations Manager, Trainline

Matt Parsons, CRM Strategy Manager - Bet, Sky Betting & Gaming

Rianna Viggiano, CRM Manager, Pandora

Stuart Russell, Chief Customer Office, Planning-inc

Jack Lord, Paid Media and Search Manager - Western Europe, Avon

Scott Ward, Senior Retention Marketing Manager, Center Parcs

Christopher Hughes, Marketing Controller, Sky

Marketing Automation - Increase Your Marketing Performance At Low Effort

10:00 - 10:20

Marketing Automation - Increase Your Marketing Performance At Low Effort

- What's marketing automation and what are its main benefits?
- Improving conversion rates with automation
- Using automation to refine segmentation
- Building simple yet efficient scenarios

Jeff Cox, Head of Product Marketing, Sendinblue

High-Impact Data & Targeting

10:20 - 10:40

Leverage Data & Segmentation Strategies To Push Your Email Communications Towards A More Targeted, High-Impact Experience

- What does it mean to be truly data-centric?
- Use data wisely to create next-level segmentation strategies that truly speak to the customer behind the data
- Ensure you are collecting and managing data correctly for clean data that doesn't send emails straight to the spam filter

Rachel Liversedge, CRM Lead, Co-Op

Peter Sargent, CRM Manager, Co-Op

Morning Break With Informal Networking

10:40 - 11:10

From the Ground Up: Your Guide to Evolving Email Personalisation

11:10 - 11:30

From the Ground Up: Your Guide to Evolving Email Personalisation

Since 2012, crypto services provider Blockchain.com, has managed 28% of all Bitcoin transactions. As Blockchain looks ahead to the exponential opportunity of cryptocurrency, the team is doubling down on their customer experience and investing in their email personalisation strategy. Join Indi Pollard, Email Marketing Lead, and Eloise Shuttleworth, Senior Customer Success Director at Iterable, to hear how Indi is applying proven personalisation tactics and improving the engagement performance of Blockchain's email strategy with Iterable.

Eloise Shuttleworth, Senior Director of Customer Success, Iterable

Indi Pollard, Email Marketing Lead, Blockchain.com

Engaging Content – Double Perspective

Achieve Maximum Engagement With Inspired, Interactive & Relevant Content That Keeps Customers Wanting More

- Don't lose sight of the basics! Subject lines, call to actions, language and tone: best-practice advice for sending the right messages to the right person at the right time
- Create a truly digital experience with interactive and dynamic content that results in more than just clicks
- Following on from COVID-19, ensure content is kept relevant for your audience in today's ever-changing world
- From real time content to gamification, what are the latest ways to enhance email content?

Perspective 1:

11.30 Jackie Barnett, Head of CRM, MandM Direct

Perspective 2:

11.50 Isabella Rogers, Marketing Director bareMinerals, Shiseido

Cheetah Digital - Smash your Marketing KPIs

12:10 - 12:30

Smash your Marketing KPIs

We know the pressures you face as a marketer. You have to create exciting, engaging campaigns, while also continuously striving to meet your marketing goals & KPIs. How do you balance both? It's about targeting customers throughout their experience — a topic we'll be covering in this presentation.

Magalie Lasfargues, Director, Strategic Services EMEA, Cheetah Digital

Integrated Email Marketing

12:30 - 12:50

Optimise Email As Part Of An Integrated Marketing Strategy For A Truly Multi-Channel Experience

- From direct mail to push notifications, email is only a part of the big picture! Join multiple touch points together and synchronise your email strategy with the wider marketing mix for increased reach and engagement
- How can you connect social media smoothly to email?
- Ensure different teams across marketing are working and collaborating together to create a seamless multi-channel experience

Pedro Conceição, Head of Retention, allplants

Lunch Break For Delegates, Speakers & Partners

12:50 - 13:40

Afternoon Co-Chairs' Opening Remarks

13:40 - 13:50

Caz Hanrahan, Director of Product, Campaign Automation, GSK

Sean Ryan, Director of Communications, Save the Children

Why Email Subscribers Behave In Unexpected Ways

13:50 - 14:10

Why Email Subscribers Behave In Unexpected Ways

The DMA's recent Consumer Email Tracker report (sponsored by Validity) considers email effectiveness from a subscriber's viewpoint. It provides a great opportunity for marketers to walk a mile in their customers' shoes, and sometimes the insights are startling. Great subject lines aren't the main driver when it comes to getting emails opened. Offers and discounts aren't the most popular email content. And click-throughs are only one of many ways they respond to interesting emails. In his presentation, Guy will explain why subscribers behave in these ways, what their preferred options look like, and provide loads of examples and inspiration for attendees to apply to their email programs.

Guy Hanson, Vice President, Customer Engagement (International), Validity Inc.

Measuring Results

14:10 - 14:30

Effectively Capture The Impact Of Your Email Marketing Strategies With Up-To-Date Metrics That Demonstrate ROI & Success

- Going beyond clicks and open rates: what are you actually looking to achieve from email and how can you measure that?
- Explore the options with AB testing to quickly and accurately determine what's working and what isn't
- Attribute success to email with clear metrics that demonstrate ROI to leadership for continued buy-in

Scott Ward, Senior Retention Marketing Manager, Center Parcs

Email Transformation - Case Study - Real Stories, Real Successes!

14:30 - 14:50

Building A Customer Success Platform: How LV=GI Transformed Their Approach To Customer Communication

- Challenges and key learnings from implementing a new customer communication strategy
- Migrating to an in-house way of working that enabled customer awareness and trust through smarter targeting of higher reaching channels
- Speaking to customers across multiple channels and touch points with consistent messaging to enrich communications

Joanna Williams, Senior Digital & Marketing Manager, LV= General Insurance

A/B Testing – Proven Tactics to Increase Email Engagement & Revenue

14:50 - 15:10

Gavin Sherry, Head of Deliverability, Exponea, acquired by Bloomreach

Breakout Discussions

15:10 - 15:30

Please Feel Free To Join One Of The Following Informal Discussion Groups:

A) Subject Lines

Rianna Viggiano, CRM Manager, Pandora

B) Voice & Tone

Kara Segedin, Digital Portfolio Manager – Factual, BBC Studios

Afternoon Break With Informal Networking

15:30 - 15:50

Emarsys – Case Study

15:50 - 16:10

Zach Hemmant-Low, Regional Sales Director. UK - Nordics – Benelux, Emarsys

Deliverability & Engagement

16:10 - 16:30

Best Practice Strategies To Improve Deliverability Rates & Improve Engagement

- Don't fall at the first hurdle! Avoid subject lines, buzzwords that set off filters for improved deliverability rates
- Why customer engagement and deliverability go hand in hand
- Case study insights into how Admiral re-engaged their lapsed customers

Jennifer Hill, Head of ECRM, Admiral

Future Trends & Email Innovations – Panel Discussion

16:30 - 17:00

Interpret The Emerging Trends In Consumer Behaviour, Social Change & Technology Advances For Future-Facing Emails

- 2020: the year of change! How will the global pandemic impact how consumers interact with email?
- AI, AMPs, automation: stay ahead of the game with up to date technology and tools to push your emails above the rest
- How will email fare in the future? How can you prove its critical business importance to secure buy-in and allocate more marketing resources to email?

Seema Kumari, Digital Marketing & CRM Director, Hearst Magazines

Russell Dawson, Solutions Consultant, Taxi for Email

Diana Iusco, CRM & Loyalty Manager, Hackett London

Afternoon Co-Chairs' Closing Remarks & Close Of Conference

17:00 - 17:10