

Log In & Explore The Virtual Platform

08:50 - 09:10

Morning Co-Chairs' Opening Remarks

09:10 - 09:20

Tash Whitmey, Membership & Loyalty Director, Tesco Stores Ltd

Tony Miller, Marketing Director, WW (formerly Weight Watchers)

Customer-Centric Email

09:20 - 09:40

Stand Out From Competition, Secure Strong Brand Engagement & Ultimately Drive Revenue With Customer-Centric Content & Campaigns

- Engage, target and retain customers with tailored and consumer-driven content and campaigns which suit your target segment of customers
- Prioritise a user-friendly user experience by employing email designs and technologies which ensure email campaigns are accessible for all
- Captivate customers and guarantee engagement with a streamlined and successful email marketing strategy where content and tone of voice reflects you customer base

Jakob Mølgaard Holm, Director, Global Email Marketing, Pandora

Ultimate Personalisation – Panel Discussion

09:40 - 10:15

Take Your Personalisation Strategies To The Next-Level With A Smart, Tailored, Data-Led Approach For Sky-High Customer Engagement

- How can you go beyond first name subject lines and graphics to implement strategies which take your personalisation to the next-level?
- Develop a personalisation strategy which proves value and drives ROI by revealing real revenue-boosting results
- Maximise data and measure results to boast the success of your personalisation feats

Pierluigi Bosco, Global CRM Lead, Royal Dutch Shell

Beth Lewis, CRM Manager, Domino's Pizza Group

Carla Punter, EMEA Head Franchise CRM & Loyalty Manager, The Body Shop

Ashley Coidan, Head of Web & Email Team, University of Cambridge

Chris Hedley, Email Marketing Manager, British Heart Foundation

Jasper Pye, VP Product, Phrasee

Jad Rahme, Head of CRM & Loyalty, Mindful Chef

Understanding Intent: Harnessing First-Party Data To Build Trust

10:15 - 10:30

Marketers have long depended on email opens as a key indicator of customer intent. But, with today's consumer expectation for hyper-personalisation and the industry's dramatic embrace of data privacy (see: Apple's release of iOS 15), it's time for marketers to look deeper at first-party data to truly understand consumer intent.

In this fireside chat, you'll learn:

- How to use both commercial and transactional engagement signals to understand intent
- How Framr leverages in-app behavior to drive their engagement strategy
- Why your martech stack matters more today than ever before

Jessica Hooper, Team Lead, Customer Success, Iterable

Kait Creamer, CRM Marketing Manager, Framr

Morning Break With Informal Networking

10:30 - 11:00

Data & Targeting

11:00 - 11:20

Unlock The Power Of Data & Targeting & Deliver Tailored Campaigns Which Truly Hit The Mark With Your Target Customers

- Cater effectively to your customers' needs by profiling and segmenting customer data to drive a more targeted, high-impact experience
- Action insights which inform your email marketing strategy to enable meaningful content for ultimate engagement
- Disabled cookies and unsubscribes! As more customers take steps to protect their privacy, how can you overcome barriers to data protection and security and ensure your emails land in the inbox?

Lorne MacLennan, Director of Marketing Automation, OVO Energy

The Most Important Thing That You Must Do With Your Email Campaigns

11:20 - 11:35

What is the most important thing when it comes to Email Marketing? Is it open rates, click rates, conversions, or maybe deliverability?

As marketers we tend to focus on the wrong signals. It is time to take a step back to control of your campaigns. By following one simple rule, you will see improved results and higher ROI.

In this session we will cover:

- What you need to focus on that will affect all aspects of your email campaigns.
- How to develop strong relationships with your email subscribers
- How to create better engagement with your email campaigns

Hank Hoffmeier, Sr. Manager of Client Solutions, Campaigner

Automation & AI

11:35 - 11:55

Leverage Automation & AI To Increase Email Marketing Performance, Improve Conversion Rates & Boost Engagement

- What are the latest trends in AI, and how can you maximise these to increase personalisation and deliverability rates?
- Save time and resources by leveraging automation and AI to drive relevant and targeted content for real results
- Achieve email equilibrium! Strike the right balance between optimising automation and AI and protecting the human element of your email communications
- Seal the deal with AI! Drive customers down the marketing funnel with targeted automated programmes, content and campaigns

Hannah Reynolds, Email Marketing Specialist, Change.org

Attention-Grabbing Content

11:55 - 12:15

Interactive, Fresh & Relevant Email Content Strategies Set To Drive Exceptional Engagement

- In today's ever-changing world ensure content is kept relevant for fresh, high-quality campaigns with maximum impact
- Get to know your audience and deliver results with expertly delivered content to the right person at the right time
- Discover new, creative formats which capture attention and results in more than just clicks

Maria-Antonieta Duran de Bombardieri, Strategist, Global Digital Marketing, UBS Global Family Office (GFO)

Integrated Email – Updated!

12:15 – 12:35

Elevate Email Within A Successful Integrated Marketing Strategy To Achieve A Seamless Multi-Channel Customer Journey

- What is the ultimate channel mix? Discover the key to join multiple touch points together for increased reach and boosted engagement
- Email, SMS, WhatsApp, Apps... what part does email play in a multi-channel experience?
- Collaboration is key! Synchronise strategies and drive collaboration across the wider marketing function for a seamless customer experience

Grant Baillie, Head of Customer Marketing, The Post Office

Lunch Break For Delegates, Speakers & Partners

12:35 - 13:35

Informal Breakout Discussions

12:40 – 13:00

- A) Accessibility
- B) SMS & WhatsApp
- C) Interactivity
- D) Templates & Design

Afternoon Co-Chairs' Opening Remarks

13:35 - 13:45

Soco Nunez de Cela, Marketing Director, Burger King UK

Ashleigh Auckland, Head of Digital Marketing, Cath Kidston

Customer-Focused Journeys – Double Perspective

Navigate Changing Customer Trends & Action Insights To Craft Outstanding Customer Journeys Which Deliver ROI & Drive Revenue

- Tune in to changed customer expectations and feedback to develop insight-led email marketing strategies powered by accurate data and analytics
- Explore the best tools and technologies to understand and map your customer journeys
- Link interactions together for a sophisticated email journey which successfully pinpoints the customer lifecycle and focusses on retention

Perspective 1:

13:45 – 14:05 Gianfranco Cuzzio, Global Head of CRM, Aesop

Perspective 2:

14:05 – 14:25 Kasia Bigda, Marketing & Communications Director, Mr Lee's Pure Foods

How A/B/n Split Testing In Email Can Power Brand-Wide Success

14:25 - 14:40

What if you could not only determine which version (A, B, C etc.) delivers the best result... but also gain long-term insights as to what makes your database and segments of prospects, first-time customers, loyal customers, lost customers, and more, tick? You can! How? By testing in email and rolling the results out to your other channels to keep iteratively improving.

Join Kath Pay, bestselling author, EEC/ANA award winner and CEO at Holistic Email Marketing, for her presentation that will explore how to gain valuable insights from a channel you're already spending time and budget on. After this session, you'll be able to:

- Build a hypothesis into your emails, to drive the actions that provide the answers you're looking for
- Use a push channel such as email to inform and improve pull channel performance
- Interpret the results of your email tests and apply the learnings

Kath Pay, CEO, Holistic Email Marketing

Measuring Tangible Results

14:40 - 15:00

Showcase The Success Of Your Email Marketing Campaigns With Practical & Innovative Metrics & Measurement Tools

- What are the best metrics to prove that email is an essential, relevant, and worthwhile investment?
- Maintain momentum for email marketing post-Covid to build on the successes of email marketing with proven impact
- Evidence the ROI and measure impact to demonstrate the value to leadership to secure continued buy-in and support

David Walker, Head of CRM, SSE, part of the OVO Family

Afternoon Break With Informal Networking

15:00 - 15:30

Deliverability – Double Perspective

15:30 - 15:50

Cutting-Edge Strategies Which Ensure Emails Land Consistently & Guarantee Increased Deliverability Rates & Reach

- Best-practice tips and tricks! Implement quick-win strategies to improve deliverability rates for maximum reach
- From dynamic content and graphics to interactivity and video... ensure your emails navigate gateways and land successfully in your customers' inbox

Perspective 1:

15:30 – 15:50 Jennifer Hill, Head of ECRM, Admiral

Perspective 2:

15:50 – 16:10 Emma-Louise Birch, Head of CRM, Asda

Grace Smalley, CRM Journey Manager, Asda

Future-Trends & Email Innovations – Panel Discussion

16:10 - 16:50

Future-Proof & Stay Relevant By Aligning Email Strategies With Changing Consumer Behaviours For Content & Campaigns Which Resonate & Feel Fresh

- Stay ahead of the curve (and competition) with the latest customer preferences, social change and technological advances
- From AMP to ESPs, keep up with the latest trends and technologies to drive forward advances in your strategies
- What is the future of email marketing? Trend forecasting for 2022 and beyond

Richard Smith, Senior Global Marketing Automation Manager, Standard Life Aberdeen

The Virtual Advanced Email Conference, 4 November 2021



Jon Halley, Executive Director, EMEA, Wunderkind

Seema Kumari, Digital Marketing & CRM Director, Hearst Magazines

Stuart Russell, Chief Strategy Officer, Planning-inc

Maria Katz, Head of E-commerce & CRM, Sarah Chapman

Caroline Henno, Account Director, Professional Services, acoustic

Afternoon Co-Chairs' Closing Remarks & Close Of Conference

16:50 - 17:00

Soco Nunez de Cela, Marketing Director, Burger King UK

Ashleigh Auckland, Head of Digital Marketing, Cath Kidston