

# Demand Attention & Boost Results With Revitalised & Revamped Integrated Strategies For: Engaging, Customer-Focused, Data-Smart, Personalised & Innovative Advanced Email Marketing

**25** Speakers **1** Day

Group Discounts Available  
**Book 4 For 3**

New, Key Insights To Deliver Gold-Standard Customer-Focused Content, Campaigns & Experiences Today, Spot-On Personalisation & Measurement Practices, Streamlined Customer Journeys, Powerful Data, Targeting & Automation Strategies & Stand-Out Content For Integrated Emails Which Deliver Real Profits & Deep-Level Engagement

07.06.2022 | www.theemailconference.com

- 1 Customer-Centric, Engaging, Relationship-Building Emails:** Target and retain your customer base through tailored, customer-focused email strategies
- 2 Gold-Standard Personalisation Strategies:** Drive next-level engagement and build long-lasting customer relationships with innovative email personalisation
- 3 Overcome Barriers To Effective Measurement:** Navigate measurement hurdles to showcase success and deliver results
- 4 Build Joined-Up Customer Experiences With Integrated Email:** Build email seamlessly into an omnichannel approach and synchronise customer communications
- 5 Savvy Automation & AI:** Unlock the latest innovations in automation to boost personalisation, engagement and results
- 6 Next-Level Data & Targeting To Drive Engagement:** Profile and target customers effectively with savvy, high-impact data strategies
- 7 Insight-Driven, Streamlined Customer Journeys:** Boost conversion and customer experiences through data-led customer journey strategies
- 8 Head-Turning, Attention-Grabbing Content:** Standout from the crowd with fresh, innovative content to drive engagement sky-high
- 9 Forward-Thinking AB Testing:** Evolve testing strategies beyond subject lines to boost email engagement and ROI
- 10 Future-Proof With The Latest Trends & Innovations:** Build an email function fit to last with the latest trends and tech for 2023 and beyond

**PLUS!**

- **3 Hot Topic Panels:**
  - Gold-Standard Personalisation
  - Head-Turning Content
  - Future Trends & Innovations
- **12 Years Leading The Market**
- **New, Cross-Sector Insights To Help You Cut Through & Stand Out**

Organised By:

Regroup & Get Inspired With The Latest Innovations & Updates from Top Brands!

 EST. 1884 Daniela Trifone Head of Automation Growth & Personalisation <b>Marks &amp; Spencer</b>	 Erica Landonio Head of CRM <b>Treatwell UALA</b>	 LONDON Ashleigh Auckland Global Head of Digital Marketing <b>Cath Kidston</b>	 Gianfranco Cuzziol Head of CRM & Personalisation <b>Natura &amp; Co</b>	 Maria Katz Head of Consumer Engagement <b>TJX Companies</b>
 Kassie Siwo-Gasa Head of Digital Marketing <b>Legal &amp; General Investment Management (LGIM)</b>	 Catherine Allan Director CRM <b>Babylon Health</b>	 Andy Hulse CRM Operations Manager <b>BBC</b>	 Amanda Ramsahai Email Campaign Manager <b>Yorkshire Building Society</b>	 Scott Ward Senior Retention Marketing Manager <b>Center Parcs</b>
 Mhari Coxon Northern Europe Marketing Lead for Professional & RX <b>Johnson &amp; Johnson</b>	 Kristina Sallnow Email & SMS Marketing Manager <b>Cancer Research UK</b>	 Lana Hoang Digital Marketing Manager <b>Zurich Insurance Company Ltd</b>	 Steve Hume CRM Manager <b>University of Liverpool</b>	 Alex Christensen Performance Specialist, Global Email Marketing <b>Pandora</b>
 Ben Crossland Email Marketing Manager <b>Sue Ryder</b>	 Simone Vincent Head of Email Marketing <b>Fidelity International</b>	 Jonathan Sabarre Director of Marketing <b>Newcastle University</b>	 Shraddah Lad Digital Marketing Manager <b>Legal &amp; General Investment Management (LGIM)</b>	 EST. 1884 Marie-Louise Lord Senior CRM Manager (International) <b>Marks &amp; Spencer</b>
Name, Title, Title <b>Brand Brand</b>	Name, Title, Title <b>Brand Brand</b>	Name, Title, Title <b>Brand Brand</b>	Name, Title, Title <b>Brand Brand</b>	Name, Title, Title <b>Brand Brand</b>



Customer Centric Email Strategies • Gold-Standard Personalisation • Measurement & ROI • Integrated Email • Automation & AI • Data & Targeting • Seamless Customer Journeys • Engagement-Boosting Content • AB Testing • Future Trends, Key Innovations

# 4 Easy Ways To Register

- Online @ [www.theemailconference.com](http://www.theemailconference.com)
- Phone +44 (0) 20 3479 2299
- Post this booking form to Global Insight Conferences, 5 - 11 Lavington Street, London, SE1 0NZ
- Email [bookings@theemailconference.com](mailto:bookings@theemailconference.com)

Price	Standard Rate
Inhouse/Brand	£599 + VAT
Agency/Supplier/All Other Companies	£799 + VAT
Group Of 4 (Inhouse Brand Only)	£1,797 + VAT <b>SAVE £599</b>
Exhibition Stand & 2 Delegate Places	£2,699 + VAT

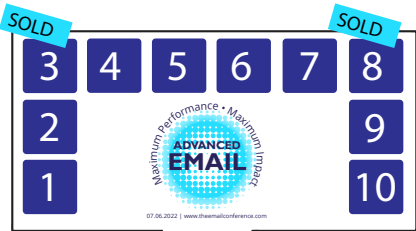
- Speaker notes will be available to download one week after the conference, subject to speaker disclosure.
- Please note VAT will be charged at 20% and all registrations are subject to a 3% booking fee.
- Only one discount can be used per registration.

**Group Discounts:** 4 delegates for the price of 3. Or send 3 and get your third place half price! (This applies to inhouse practitioners only, not agencies and suppliers, and cannot be used in conjunction with any other discounts, including earlybird offers)



**Programme Alterations:** Conferences are organised many months in advance of the conference itself and sometimes we may need to make substitutions, alterations or cancellations of the speakers and/or topics. Whilst we make every effort to find a direct replacement if a speaker cancels, sometimes this is not always possible within the timeframes we are given. Any substitutions or alterations will be regularly updated on the conference website.

**Can You Help Marketing, Email & CRM Professionals Develop Innovative, Advanced & Customer-Centric Email Strategies Which Actually Deliver?**



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For more information on how to get involved, please call +44 (0)20 3479 2299 or email [partner@theemailconference.com](mailto:partner@theemailconference.com)

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## REGISTRATION FORM

Brochure Code:

A One-Day, Industry-Led Conference & Networking Event, 7th June 2022



### ATTENDEE DETAILS:

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