

### **Registration, Informal Networking & GIC Welcome**

**08:30 - 09:00**

### **Morning Chair's Opening Remarks**

**09:00 - 09:10**

Mhari Coxon, Northern Europe Marketing Lead for, Professional & RX, **Johnson & Johnson**

### **Customer-Centric Email Strategies - Double Perspective**

**09:10 - 09:50**

#### **Stand Out From The Pack & Deliver Best-In-Class Engagement & Revenue Through Customer-Focused Email Strategies**

- Tailor and segment your audience to deliver the right content to customers at the right time and boost engagement skywards
- Deliver accessible and user-friendly designs and formats to ensure your storytelling reaches your audience
- Reflect your customer base and win their attention with the right tone of voice and content to boost engagement & campaign success

#### **09:10 Perspective 1**

Kassie Siwo-Gasa, Head of Digital Marketing, **Legal & General Investment**

Shraddah Lad, Digital Marketing Manager, **Legal & General Investment**

#### **09:30 Perspective 2**

Sarah Andrews, Senior CRM Manager, **Treatwell**

### **Building Customer Loyalty Through Effective Cross-Channel Communication**

**09:50 - 10:05**

#### **Building Customer Loyalty Through Effective Cross-Channel Communication**

- In a competitive marketplace, how can brands leverage real-time data to engage with your audience on the right channels, at the right time, with the right message for ultimate impact?
- Why are more and more teams across enterprise businesses making cross-channel such a priority and how it can drive 94% higher customer lifetime value?
- What is the ideal tech stack to drive forward your loyalty strategy and how can it power valuable and memorable experiences that build long-term relationships?

Magith Noohukhan, Evangelist, **Braze**

### **Morning Break With Informal Networking**

10:05 – 10:40

### **Gold-Standard Personalisation – Panel Discussion & Q&A**

10:40 - 11:20

#### **Build Deeper Relationships With Customers & Drive Engagement With Data-Centric Approaches That Deliver Real Results**

- Move beyond first names to deliver personalised emails that make your customers feel a true connection with your brand
- When data is siloed across different sources, how can this be pulled together to get a 360 view of the customer and personalise emails and content more effectively?
- One size doesn't fit all! Strategically segment customers to ensure they receive the level of personalisation they expect
- Find the perfect balance with personalisation to ensure your strategies engage customers without breaking their privacy boundaries

Thomas Newbury, Senior International CRM Manager, **Ticketmaster**

Catherine Allan, Associate Director CRM, **Babylon Health**

Amanda Ramsahai, Email Campaign Manager, **Yorkshire Building Society**

Maria Katz, Head of Consumer Engagement, **TJX Europe**

Donna Wells, Email Marketing Manager, **Fidelity International**

Kristina Sallnow, Email & SMS Marketing Manager, **Cancer Research UK (CRUK)**

George Mirotsos, Co-founder & CEO, **ContactPigeon**

### **Email's Role In The Tech-Driven Privacy Shift**

11:20 – 11:35

Major tech companies have caused a major shift in the privacy landscape. Apple's Mail Privacy Protection, sunset of third-party cookies on Apple, Mozilla and soon Google, and other changes means marketing and what we can track is changing. Email is going to play a pivotal role in this shift. During this presentation you'll learn:

- What changes have happened, what it means and the impact to marketers
- How zero and first-party data and channels that use it are going to increase in importance
- How you, as an email and CRM expert, can lead positive changes to your overall marketing strategy and make an impact on customer experience and revenue

Elliot Ross, Email Evangelist, **SparkPost a MessageBird Company**

### **Data & Targeting**

**11:35 – 12:00**

#### **Harness The Power Of Your Data & Truly Target Your Campaigns For Next-Level Engagement & Results**

- Segment customers effectively through effective profiling and deliver the personalised, targeted experience your customers expect
- How can we ensure data from multiple sources is brought together effectively and giving you the best chance of accurately segmenting customers?
- With new barriers emerging with IOS 15 to accurate data collection, what steps can be taken to ensure your emails are landing for customers without invading their privacy?

Alex Christensen, Performance Specialist, Global Email Marketing, **Pandora**

### **Email Is The Workhorse Of Marketing, But Make Sure It's Not A One Trick Pony**

**12:00 – 12:15**

- While email is a crucial part any CRM marketing strategy, it's essential to make sure you are also using alternative channels to complement this
- When evaluating channels, it's important to first acknowledge that not every channel is meant to sell and drive immediate conversions. If you are looking for a channel to solely drive conversions, you may already be missing a trick.
- So how do you ensure that there is a clear value exchange between the consumer and brand, while delivering exceptional customer experience?

Ricardas Montvila, VP Global Strategy, **Mapp**

### **Lunch Break & Informal Networking**

**12:15 – 13:25**

### **Breakout Discussions**

**12:45 – 13:25**

A. Building Trust

Steve Hume, CRM Manager, **University of Liverpool**

B. Video in Email

C. Accessibility

D. CSR In Email Marketing

### **Afternoon Co-Chairs' Opening Remarks**

**13:25 – 13:35**

Lana Hoang, Digital Marketing Manager, **Zurich Insurance Company Ltd**

Ashleigh Auckland, Global Head of Digital Marketing , **Cath Kidston**

### **Small Changes For BIG Impact: Optimising Your Email Marketing Funnel**

**13:35 – 13:50**

This session will dive into the email marketing funnel, considering the areas you can focus on to grow positive ROI from your email channel.

The session will consider some simple ideas to:

- Build your active subscribe list
- Improve your email deliverability and inbox placement
- Better engage with your subscribers through segmentation & personalisation
- Optimise conversion rates
- Leverage cross sell and upsell opportunities to drive additional Lifetime Value
- Explore multichannel opportunities

During the session we will also introduce you to a free and easy to use Acoustic Email Performance Calculator, so you can model your own ROI focus, as well as share some real-life practical examples throughout.

Caroline Henno, Account Director, Professional Services, **Acoustic**

Chris Clapham, Senior Account Director, Professional Services, **Acoustic**

### **Streamlined Journeys**

**13:50 – 14:10**

#### **Develop Insight-Driven Journeys For Customers That Boost Experiences, Conversion & ROI**

- What are the latest trends in customer expectations to harness to deliver insight and data-led journeys that deliver for customers?
- Journey mapping has never been more important, so what tools can help give a 360 view of your customer and drive journey improvements?
- Connect key touchpoints for customers across their journey and simplify processes to boost retention and customer experience

Mhari Coxon, Northern Europe Marketing Lead for , Professional & RX, **Johnson & Johnson**

### **(Are You?) Hitting The Mark – Email Addition**

**14:10 – 14:25**

Hitting the Mark is back. A lot has changed since our last Hitting the Mark report and shifting consumer habits have placed a higher demand on ecommerce brands around the world. The industry has faced a period of unprecedented growth, but how well have marketers adapted to these new demands?

- Stand out in the inbox with email best practice
- Discover winning tactics from across the industry
- Unlock the secret to conversion-driving experiences

Gavin Laugenie, Global Head of Content, **DotDigital**

### **Attention-Grabbing Content – Panel Discussion & Q&A**

**14:25 - 14:55**

#### **Cut-Through To Your Audience & Stand Out From The Crowd With Innovative Content That Boosts Engagement**

- How can we refresh, revitalise and revamp email content to catch customer's eyes with so many other things competing for their attention?
- Harness your data's potential to deliver the right content at the right time and boost ROI
- Connect your content across multiple touch points to ensure consistent, engaging storytelling for customers across your channel mix

Robyn Blake, Head of Digital Marketing, **Victoria Beckham**

Marie-Louise Lord, Senior CRM Manager (International), **Marks & Spencer**

Jason Smith, VP EMEA, **MoEngage**

Ben Crossland, Email Marketing Manager, **Sue Ryder**

Byron Goodman, Director of Sales, EMEA, **Iterable**

### **Afternoon Break With Informal Networking**

**14:55 – 15:25**

### **Scoring Your Segmentation Capabilities**

**15:25 – 15:40**

- Where do you sit on the scale of Average to Incredible?
- How does segmentation impact your ability to personalise?

- What does a modern marketing technology architecture look like to achieve best in class email personalisation?

Ed Brocklebank, Senior Solutions Consultant, **Bloomreach Engagement**

### **How Your Mail Strategy Can Appeal To Gen Z**

**15:40 - 16:00**

- Which expertise does my team need to succeed in email marketing?
- How to apply Cialdini techniques to our mail strategy?
- Use case: Just Eat process: How moving to SFMC helped to boost mail communications

Marlous Spaven, Global CRM Manager, Couriers, **Just Eat Takeaway.com**

### **Future Trends, Key Innovations – Panel Discussion & Q&A**

**16:00 - 16:30**

#### **Ensure Future Success & Evolve Your Email Function Post-Pandemic Through Harnessing The Latest Trends, Technologies & Campaign Strategies**

- The pandemic has bought a huge number of changes to the way customers engage with emails, but which if those will be here long-term and which will fade throughout 2022?
- Keep pace with the latest tech and tools innovations to boost campaign engagement & ROI
- Forecast the key innovations and trends that make up the future direction of email marketing into 2023 and beyond

Andy Hulse, CRM Operations Manager, **BBC**

Daniela Trifone, Head of Automation – Growth & Personalisation, **Marks & Spencer**

Peter Trinder, Senior Product Manager, **InboxReady by Sinch**

Samuel Ricard, Commercial Director, **Spotler UK**

### **Afternoon Co-Chairs' Closing Remarks & Official Close Of Conference**

**16:30 – 16:40**

Lana Hoang, Digital Marketing Manager, **Zurich Insurance Company Ltd**

Ashleigh Auckland, Global Head of Digital Marketing, **Cath Kidston**