

The Advanced Email Marketing Conference

27<sup>th</sup> June 2023

1 America Square, London, EC3N 2LS



27.06.2023 | [www.theemailconference.com](http://www.theemailconference.com)

## Welcome To The Advanced Email Marketing Conference

### Official Event Programme

Please note that the following timings are flexible. Due to the nature of a live event, the conference chairs and organisers will be updating the timings throughout the day to adapt to speakers running over time, late arrivals, last minute changes and extending popular sessions. Please rest assured we will do our utmost to adapt and to accommodate all live changes.

**Organised By:**



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

08.30 - 09.00

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

09.00 – 09.10

Tony Miller, Former CMO / VP Growth & Performance Marketing, **WW**

### **Attention Grabbing Content**

09.10 – 09.30

#### **Stand Out From The Crowd & Cut-Through With Dynamic, Fresh & Relevant Content That Fuels Increased Email Engagement**

- The power of the crowd! Keep up with the viral content which isn't driven by businesses to examine exactly what catchy, appetising and impactful content customers of today want tomorrow
- 'Surprise and delight' or 'points make prizes' – nurture customer relations within your content to retain loyal customers and dramatically improve sale conversions
- Segment and tailor your audience to guarantee that the right content with the right relevancy is delivered across the board to increase engagement
- Focus attention on the accessibility of your content, how does your email look on a phone in dark mode? And is your content and language clear enough for transcribing services to read aloud to name?
- What is the most engaging piece of your content? The email, video, gifs... discover creative, meaningful and engaging email formats and templates certain to capture attention

Mina Bastawros, VP Creative & Digital Marketing, **Airbus**

### **Bonus Session Reserved For Epsilon**

09.30 – 09.45

### **Personalisation Panel**

09.45 – 10.25

#### **Advance Your Personalisation Strategies With A Data-Centric, Sophisticated & Tailored Approach That Maximises Engagement & Delivers Real Sales-Boosting Results**

- Move beyond first names, birthdays and old misconceptions to create savvy and sophisticated personalisation certain to boost conversion rates
- The perfect personalised sweet spot – how are your email marketing personalisation strategies engaging and exciting consumers without overstepping their privacy boundaries?

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- Personalisation on a larger scale: how can you leverage new automation and tech updates to drive authentic personalisation?
- What can personalisation look like today, and when is it too much? From colour to images, timing and content to language... thrive in a competitive landscape with sophisticated personalisation strategies
- Take the next step and convert sales with effective personalisation! Maximise personalised content and offers which translates browsing into purchasing action

Atul Agarwal, Director of Personalisation Financial Services, **John Lewis Partnership**

Louis Ross, Director- UK Marketing, Merchant Services, **American Express**

David Johnson, CRM Manager, **Travelopia**

Hannah Blackburn, Email Marketing Executive, **Belstaff**

### **Bonus Session Reserved For Deployteq**

10.25 – 10.40

Speaker To Be Confirmed

### **Integrated Email Marketing**

10.40 – 11.00

#### **Integrate & Elevate Email Within An Omni-Channel Marketing Strategy To Increase Customer Reach, Boost Customer Satisfaction & Drive Revenue**

- Email, Instagram, SMS, WhatsApp... understand the critical role email plays in your multi-channel mix to drive marcomms collaboration and level up campaign engagement
- Successfully and seamlessly connect consumer touch points to deliver the ultimate channel mix tailored to your customer base to enhance performance
- Avoid digital fatigue! Prevent a bombardment of content across channels by ensuring consistent and well-planned storytelling across channels to create smooth online experiences for customers

Alex Pierre-Traves, Head of Email Marketing, **Fidelity International**

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

11.00 – 11.30

### **Bonus Session Reserved For Insider**

11.30 – 11.45

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Kate Butler, Senior Marketing Manager Northern Europe, **Insider**

### **Automation & AI Panel**

11.45 – 12.15

#### **Leverage The Latest AI Advancements & Balance The Human Touch Alongside This To Enhance Personalisation Capabilities, Boost Marketing Performance & Ultimately Increase Conversions**

- What AI advancements are breaking into the email marketing landscape to drive hyper-personalisation and deliver ROI?
- Strike the crucial balance between automated email marketing functions and keeping the human touch to generate meaningful email campaigns which meet customer expectations
- Ethical automation: examine best practice for investing in automation that removes bias and creates inclusive and accessible content for all customers

Nick Masca, Head of Data Science (Growth & Personalisation), **Marks and Spencer**

Stuart Balnaves, Deputy Director Customer Experience, **Department for Education**

Ghanasham Apte, Head of Data Science, **BT**

### **M&S Case Study**

12.15 – 12.35

#### **How We've Used Machine Learning To Improve Performance, Increase Automation & Transform How We Run CRM**

Nick Masca, Head of Data Science (Growth & Personalisation), **Marks and Spencer**

### **Lunch & Informal Networking For Speakers, Delegates & Partners**

12.35 – 13.45

### **Informal Breakout Discussions**

13.15 – 13.45

- A) Apple IOS
- B) Deliverability
- C) The Sustainability of Email
- D) Accessibility of Email

### **Afternoon Chair's Opening Remarks**

13.45 – 13.55

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Jonathan Haywood, Director of Omnichannel Customer Development, **Holland & Barrett**

### **Customer-Centric Email**

13.55 – 14.15

#### **Keep The Customer At The Heart Of Your Email Marketing Strategies With Customer-Centric Campaigns That Secure Brand Engagement & Drive Revenue**

- Implement and tune into feedback mechanisms within your emails to ensure the right content is being delivered to customers to boost engagement
- Maximise your customer data and CRM tools for customer-focused and personalised emails certain to drive subscription rates up
- What do your customers care actually about, and what do they not care about? Ensure your content and voice reflects your customer base and behaviours to drive brand awareness and sales

Ashley Coidan, Head of Web & Email Communications, **University of Cambridge**

### **Bonus Session Reserved For Exclusive Conference Partner**

14.15 – 14.45

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

14.45 – 15.15

### **Customer Loyalty & Retention**

15.15 – 15.35

#### **Develop Inspiring Customer-Centric Loyalty & Retention Email Marketing Strategies Guaranteed To Build Deeper Relationships With Customers & Power Acquisition Rates**

- How can loyalty drive customer engagement? Determine exactly how customers want to be rewarded today, and tune in to ever-changing customer expectations to ensure you retain your email customer base
- One size doesn't fill all! Effectively capture and handle data around customer trends to drive improvements, retain your current customer base and boost acquisition rates
- Feedback, feedback, feedback – understand and nurture exactly what email content customers want to maintain their loyalty and ultimately boost customer lifetime value

Ali Fassi Fihri, UK&I Head of Omnichannel, **The Estée Lauder Companies Inc**

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### **Customer Journeys- Double Perspective**

15.35 – 16.15

#### **Cultivate Seamless & Insight-Driven Customer Journeys That Fuel Engagement & Deliver Bottom-Line Results**

- From brand promise to purchase moment... connect key customer touchpoints for sophisticated email journeys and maximised retention rates
- It's all about customer journey mapping: explore what tools are out there to give a 360 view of your customer and drive customer-lifecycle improvements
- A lot has changed in the last 3 years! Tune into changed customer expectations to power consumer-insight-led journeys for your target customers

15.35 – 15.55 **Perspective 1**

Zsuzsanna Blau, Head of Digital Marketing Campaigns, **Nokia**

15.55 – 16.15 **Perspective 2**

Jude Duncan, Email Marketing Manager, **schuh**

### **Booking.com Case Study**

16.15 – 16.35

#### **Content, Customer Journeys & Data Frameworks**

Alex Ioana, Manager, Digital Content Experience, **Booking.com**

### **Future Trends & Innovations Panel**

16.35 – 17.05

#### **Harness The Latest Consumer Behaviour Patterns, Trends, & Technologies To Disrupt, Revolutionise & Future-Proof Your Email Function & Stay On-Trend**

- The creator's economy: stay ahead of the curve with trends from TikTok, Instagram and YouTube for fresh and relevant email campaigns in 2023
- Build the future with new tech advances: which new tech, tools and digital are coming into the frame that could disrupt and revolutionise the future direction of email marketing?
- What is the future of email marketing? Benchmark with industry peers and forecast the key innovations set to impact the email marketing landscape in 2023 and beyond

Emma Headland, Global e-Commerce Strategic Transformation Manager, **Vodafone**

Kremena Yordanova, Director Marketing Activations, **Reebok**

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### **Afternoon Chair's Closing Remarks & Official Close Of Conference**

17.05 – 17.15

Jonathan Haywood, Director of Omnichannel Customer Development, **Holland & Barrett**