

The Advanced Email Marketing Conference- Manchester
24th January 2024
Old Trafford Stadium, Sir Matt Busby Way, Manchester, M16 0RA



24.01.2024 | 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 Chair's Opening Remarks

09.00 – 09.10

Alice Harling, Head of Marketing, **GLOSSIFY**

Cut-Through Content- Panel Discussion

09.10 – 09.40

Equip Yourself With New, Interactive, Innovative & On-Trend Email Content Strategies Which Capture Consumer Attention, Boosts Interactivity & Ultimately Drives Revenue

- What does an engaging email look like today? What will really capture the attention of your target consumers, and how can you pinpoint this critical information? Examine proven insights to produce expertly delivered content to the right customer at the right time on the right channels
- Content tabs, images, hover effects, carousels, banners, poles, gifs... uncover the latest insights to create stand-out, engaging content guaranteed to capture attention and increases conversions
- Critical content questions, answered! What are the trends in email content today? Does imaged win over text? Do gifs secure better open rates? How long should email content be? Is email content an awareness tool today, or is it a driving to purchase tool?
- The social landscape is constantly evolving, so how can you keep up with viral content that is fresh, appetising and could be impactful for your email content and campaigns?

Amy Harman, Head of Customer Marketing, **Hotel Chocolat Ltd**

Samantha Elmidoro, Head of Social Media & Digital Marketing, **St Pierre Groupe**

Jo Taylor, Head of Brand, Design & Digital, **Transport For Greater Manchester**

Kate Chatterton, CRM Lead, **Brewdog**

Lesley Jamieson, Head of Email Marketing, **NatWest Group**

Behind The Scenes: 4 Real-Life Examples Of Email's Latest Innovations

09.40 – 09.55

Oliver Leverett, Account Executive, **Insider**

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Email Accessibility & Usability

09.55 – 10.15

Prioritise Accessibility & Usability In Your Email Marketing Strategies With Inclusive Content & Copy Which Guarantees Increased Reach, Fuels Brand Engagement & Long-Term Retention

- Dark mode, invisible links and hard to read buttons... explore all options to create inclusive and accessible emails for your customer base
- Around 5-10% of the global population are dyslexic* – how are you writing email copy that is accessible to all, so that your content and emails reach everyone?
- How are you implementing up-to-date tech which prioritises the user experience of every customer?

Michael Knapp, Lead Email Design & Developer, **Skipton Building Society**

Bonus Session; Reserved For Cowry Consulting

10.15 – 10.30

Phoebe Kent, Head of Behavioural Innovation, **Cowry Consulting**

Ciara Beaumont-Wood, Behavioural Architect Manager, **Cowry Consulting**

Morning Refreshment Break With Informal Networking

10.30 – 11.00

Email Deliverability As A Result Of Respect

11.00 – 11.15

In the session, you'll discover the following:

- Holistic deliverability model and its different factors
- How each factor of deliverability is Inter-connected
- And how it all comes down to Respect.

Radek Kaczynski, CEO, **Bouncer**

Customer-Centric Email

11.15 – 11.35

Emma-Louise Birch, Senior Manager CRM, **Asda**

Bria Edwards-Joseph, CRM Manager, **Asda**

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Omni-Channel Experiences

11.35 – 11.55

Optimise Email As A Critical Part Of An Integrated Omni-Channel Strategy That Maximises Customer Reach, Engagement & Satisfaction

- Sing from the same hymn sheet! Synchronise your email strategies to your wider marketing mix for seamless and engaging user and customer experiences
- What role does email play in customer retention today vs. other channels? Ensure email marketing plays the right role in your multi-channel mix to drive marcomms collaboration and level up brand engagement
- How does offline and online compare, how does email compare as a channel now versus last year, and how can these insights inform future impact?

Maria-Antonieta Durán de Bombardieri, Director, Business Strategist – Marketing & Thought Leadership, **UBS**

Next-Level Personalisation- Panel Discussion

11.55 – 12.30

Take Your Personalisation To The Next Level & Drive Customer-Centric Email Approaches For Maximised Campaign Engagement & Increased Conversions

- We are officially past first name subject lines and graphics, so how are you measuring the success of your personalisation efforts to understand the true impact it's having on email marketing success?
- Data, data and more data! Have you pinpointed what data is needed to continue to increase your customer insight knowledge for successful personalisation feats?
- Fuel personalisation at scale with the latest AI and tech developments guaranteed to hit the spot across customer segments
- Static data, focus groups and feedback surveys... implement customer-first strategies which drive personalised content and boosts email engagement across the board

Catriona Woodward, Global Director, MarTech & Customer Success, **Pizza Hut**

Padraig O'Halloran, Senior Digital Marketing Executive, **Age UK**

Tom Newbury, Associate Director- CRM, **Ticketmaster**

Matt Parsons, Head of CRM Strategy, **William Hill**

Mark Taylor, Sales Director EMEA, **Marigold**

Email Marketing Built For Trust: Managing Customer Privacy In A Real-World Organization

12.30 – 12.45

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- a) How to build an email marketing practice with customer privacy as the core tenet.
- b) Ensuring customer data is available only to relevant marketers when necessary (with Workspaces).
- c) Importance of giving control to the customer over what content they wish to receive (with Topic Management).
- d) Branding consistently without annoying your customer (with Email Cadence policy).

Ashish Goel, Marketing Manager - Zoho Campaigns, **Zoho**

Customer-Focused Journeys

12.45 – 13.05

Exactly How Can You Navigate Shifting Consumer Behaviour & Expectations To Craft Outstanding & Insight-Led Customer Journeys Which Guarantee Top-Level Engagement?

- Continually update and refresh your customer journey mapping strategies for seamless transitions across all channels and campaigns
- Leverage data surrounding purchase points, customer feedback, and demographics for insight-led and tailored customer journey strategies
- From Covid-19 to the cost-of-living crisis, customer expectations will continue to rapidly evolve... tune in to critical customer insights for customer-centric journeys which create truly unique customer experiences

Gianfranco Cuzziol, CRM & Personalisation Lead, **Avon International**

Lunch & Informal Networking For Speakers, Delegates & Partners

13.05 – 14.15

Afternoon Chair's Opening Remarks

14.15 – 14.20

Alice Harling, Head of Marketing, **GLOSSIFY**

Customer Data & Targeting- Double Perspective

14.20 – 15.00

Refresh & Revitalise Your Data Insights & Analytics To Guarantee High-Impact & Targeted Email Campaigns By Profiling & Segmenting Data To Maximise Bottom-Line Sales

- How well do you really know your customers? Dig deeper into your customer data and collated insights to drive CRM capabilities further and deliver undeniably increased email engagement levels
- Static and behavioural data! From demographic data to clicks and open rates ensure you move towards data-driven decisions that guarantee high-impact email marketing

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- Data and personalisation, a match made in heaven! Capture and leverage customer data to fuel tailored and relevant campaigns which truly resonate with customers and secures those critical open rates

14.20 Perspective 1

Keayan Mistry, Senior Marketing Executive, **Cancer Research UK**

14.40 Perspective 2

Sarah Jones, Senior CRM Manager, **Auto Trader UK**

Zarina Law, Senior CRM Manager, **Auto Trader UK**

Bonus Session; Reserved For Exclusive Conference Partner

14.40 – 15.00

Afternoon Refreshment Break With Informal Networking

15.00 – 15.40

Future Email Trends & Innovations - Delegate Discussion

15.40 – 16.00

Get Ahead Of The Curve & Competition! Power Fit-For-Future Email Marketing Strategies Which Harness The Latest Trends, Technologies & Behaviour Patterns For Maximised Campaign Success

- Funnel software, micro-segmentation and email newsletters... keep pace with the changing email marketing curve to fuel campaign engagement and boost ROI
- How are you keeping your email strategies aligned to shifting consumer behaviours for high-impact campaigns which consistently engage?
- What does the future look like for email marketing? Benchmark with industry peers and forecast the trends set to disrupt the email landscape in 2024 and beyond

Measurement & ROI

16.00 – 16.20

Capture The Success Of Your Email Marketing Strategies With Up-To-Date, Practical & Innovative Measurement & Metrics

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- With customer micro-segmentation growing in strength, explore the best measurement tools and metrics to deliver tailored campaigns which accelerates revenue growth
- From CTR to list growth rate, what are the best methods to determine email engagement levels and ultimately demonstrates the ROI of your efforts?
- With so many marketing and comms channels in the mix, what are the best measurement techniques and metrics which can prove and validate the viability of email marketing?
- Measurement between inbox placements is key, so how can you drive this and secure those critical conversions monitoring your IP address?

Joe Luckham, Email Marketing Manager, **RAC**

Afternoon Chair's Closing Remarks & Official Close of Conference

16.20 – 16.30

Alice Harling, Head of Marketing, GLOSSIFY