



20.06.2024 | www.theemailconference.com

A One-Day, Industry-Led Conference & Networking Event, London, **20th June 2024**

22 Cross-Sector, Brand-Side Email Experts Dig Into The Hot Trends & New Tech From AI To Automation & Data To Design For

Advanced, Customer-Centric, Personalised & Compelling Email Marketing Campaigns Which Enhance Experience, Conversions & Loyalty

22 Industry Speakers **12** Retailers Speaking **1** Day, London

14th Annual
BOOK BY 22ND
FEBRUARY &
SAVE £1,000

**SPEAKING,
ONE-TO-ONE
MEETINGS &
BRANDING
OPPORTUNITIES**

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FEBRUARY &
SAVE £1,000**

**For more information
on speaking and
arranging
one-to-one meetings,
please contact**

partner@theemailconference.com

 BODEN Rachael Thornton Head of CRM Boden	 t Tom Newbury Associate Director, CRM Ticketmaster	 WAITROSE & PARTNERS Abby Wheeler Senior CRM Executive Waitrose and Partners	 f Alex Pierre-Traves Head of Email Marketing Fidelity International	 TESCO Bank Lucy Wigglesworth Head of CRM Tesco Bank	 ASDA Emma-Louise Birch Head of CRM Asda
 Vision Express EXPRESS YOUR VISION Edward Cunningham Senior CRM Data & Campaigns Manager Vision Express	 Mindful Chef Megan Wood CRM & Retention Manager Mindful Chef	 888 William HILL Bigger. Stronger. Better. Together Athina Kontostathi Senior CRM Manager William Hill	 Virgin Red Adam Pow Head of Engagement Virgin Red	 Aston University BIRMINGHAM UK Daniel Pilkington Head of Digital Marketing Aston University	 JOHN LEWIS & PARTNERS Gabriella Johnson Loyalty Lead John Lewis & Partners
 Groupe L'OCCITANE Anaïs Agout Senior CRM Coordinator UK & IRL L'Occitane	 UNIVERSITY OF CAMBRIDGE Ashley Coidan Head of Web & Email Communications University of Cambridge	 octopus money Hussein Atkins Senior CRM Executive Octopus Money	 CAMPAIGN AGAINST LIVING MISERABLY Michael Penney CRM Lead Campaign Against Living Miserably (CALM)	 natura & co Gianfranco Cuzzio Ex CRM & Personalisation Lead Natura & Co	 betfair Tammi Kallenberg Head of CRM Betfair
 co op Rob Murphy CRM Lead Co-op	 ASDA Bria Edwards-Joseph CRM Manager Asda	 Mindful Chef Vineeta Anuj Director of Customer Experience Mindful Chef	 Huel Natasha Reynolds Global Head of CRM Huel	PLUS! <ul style="list-style-type: none"> 14 Years Leading The Market With Inspiring Insights Brand New For 2024: Innovated Email Design Brand New Speaker Line-Up Featuring Asda, Waitrose, Boden, Ticketmaster, John Lewis and more 3 Interactive & Impactful Panel Discussions: <ul style="list-style-type: none"> AI Advancements Personalisation Customer Loyalty & Retention Organised By:	

info@theemailconference.com +44 (0) 20 3479 2299 www.theemailconference.com

ABOUT THE CONFERENCE

WHO ATTENDS?



For more information on speaking and arranging one-to-one meetings, please contact:

E: partner@theemailconference.com | T: +44 (0) 20 3479 2299

SPEAKING, EXHIBITION & ONE-TO-ONE MEETING OPPORTUNITIES

DIAMOND SPONSORSHIP

1

Speaking Opportunity

- | A 15 minute speaking session in front of the entire delegation.
- | Speaker's presentation details to be included on www.theemailconference.com.

One-To-One Meetings

- | Hosting one-to-one meetings with 5 delegates of your choice.

Exhibition Area

- | A 3 x 2 metre exhibition area in the main networking room.

Brand Awareness & Marketing

- | Branding on the on-the-day conference materials.
- | Corporate description with full contact details to appear on the on-the-day conference materials.
- | Colour advert on the on-the-day conference materials.
- | Branding on the holding slide on the stage set.
- | Logo/button with hyperlink to be placed on www.theemailconference.com.
- | Logo and corporate description to appear on the partners' page on www.theemailconference.com.
- | Sponsorship of the speaker presentation website which all delegates visit to download presentations.

Seat Drop & Branding

- | Promotional material to be placed on all of the delegates' tables/chairs during the conference.

Delegate Passes

- | 3 delegate passes and 1 speaker pass worth £3,996.
- | Delegate list with name, job title and company of all attendees.

Investment: £11,999 +VAT

Standard Price: £12,999

(Book Before
22nd February &
Save £1,000)

PLATINUM SPONSORSHIP

2

Speaking Opportunity

- | A 15 minute main stage speaking session in front of the entire delegation.
- | Speaker's presentation details to be included on www.theemailconference.com.

Data Capture

- | Sole sponsorship of the Advanced Email London Conference Competition.
- | The contents of all business card collection boxes to keep – this will be solely for your purpose.
- | Logo on holding slide during all conference breaks – including information to promote the competition and encourage participation.
- | Announcements from both the Morning Chairman and the Afternoon Chairman promoting the competition.
- | 5 minute slot to present competition prize to winner on the stage in front of entire delegation.

Exhibition Area

- | A 3 x 2 metre exhibition area in the main networking room.

Brand Awareness & Marketing

- | Branding on the on-the-day Conference materials.
- | Corporate description with full contact details to appear on the on-the-day Conference materials.
- | Colour advert on the on-the-day Conference materials.
- | Branding on the holding slide on the stage set.
- | Bespoke, designated email to your contacts offering £150 discount and publicising your involvement.
- | Logo/button with hyperlink to be placed on www.theemailconference.com.
- | Logo and corporate description to appear on the Partners' Page of www.theemailconference.com.

Delegate Passes

- | 2 delegate passes and 1 speaker pass to the conference (worth £2,997).
- | Conference Documentation Pack with delegate list.

Investment: £9,999 +VAT

Standard Price: £10,999

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Save £1,000)

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GOLD SPONSORSHIP

3

Speaking Opportunity

- | A 15 minute speaking session in front of the entire delegation.
- | Speaker's presentation details to be included on www.theemailconference.com.

Exhibition Area

- | A 3 x 2 metre exhibition area in the main networking room.

Brand Awareness & Marketing

- | Branding on the on-the-day conference materials.
- | Corporate description with full contact details to appear on the on-the-day conference materials.
- | Colour advert on the on-the-day conference materials.
- | Branding on the holding slide on the stage set.
- | Logo/button with hyperlink to be placed on www.theemailconference.com.
- | Logo and corporate description to appear on the partners' page on www.theemailconference.com.

Delegate Passes

- | 1 delegate passes and 1 speaker pass worth £1,998.
- | Delegate list with name, job title and company of all attendees.

Investment: £7,999 +VAT

Standard Price: £8,999

(Book Before
 22nd February &
 Save £1,000)

Nice focus, good brands.

Marigold (Previous sponsor)

Big thank you to the team.

Bloomreach (Previous sponsor)

SILVER SPONSORSHIP

4

Speaking Opportunity

- | Speak on one of the following panels. These last for 30 minutes in front of the entire delegation:

1. AI AS A TOOL FOR EMAIL SUCCESS with Fidelity International, Campaign Against Living Miserably (CALM) & Ticketmaster.

2. NEXT-LEVEL PERSONALISATION with Natura & Co., University of Cambridge, Waitrose and Partners, Campaign Against Living Miserable (CALM), Betfair, Aston University & Co-op.

3. CUSTOMER LOYALTY & RETENTION with John Lewis & Partners, Octopus Money, William Hill, Huel, Tesco Bank, Mindful Chef & L'Occitane.

Exhibition Area

- | A 3 x 2 metre exhibition area in the main networking room.

Brand Awareness & Marketing

- | Branding on the on-the-day conference materials.
- | Corporate description with full contact details to appear on the on-the-day conference materials.
- | Branding on the holding slide on the stage set.
- | Logo/button with hyperlink to be placed on www.theemailconference.com.
- | Logo and corporate description to appear on the partners' page on www.theemailconference.com.

Delegate Passes

- | 1 delegate pass and 1 speaker pass worth £1,998.
- | Delegate list with name, job title and company of all attendees.

Investment: £5,999 +VAT

Standard Price: £6,999

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BRONZE SPONSORSHIP

5

Speaking Opportunity

- | To host one of the Peer-To-Peer Sessions (informal discussion zones) during lunchtime. These last for approximately 20 minutes.
- | Hosting of the Peer-To-Peer Brainstorming Sessions to be announced on the conference website.

Brand Awareness & Marketing

- | Branding on the on-the-day conference materials.
- | Corporate description with full contact details to appear on the on-the-day conference materials.
- | Branding on the holding slide on the stage set.
- | Logo/button with hyperlink to be placed on www.theemailconference.com.
- | Logo and corporate description to appear on the partners' page on www.theemailconference.com.

Delegate Passes

- | 1 delegate passes and 1 speaker pass (worth £1,998).
- | Delegate list with name, job title and company of all attendees.

Investment: £2,999 +VAT

Standard Price: £3,999

(Book Before
 22nd February &
 Save £1,000)



ONE-TO-ONE MEETINGS

6

- | Hosting One-To-One Meetings with 5 delegates of your choice.

Exhibition Area

- | A 3 x 2 metre exhibition area in the main networking room.

Brand Awareness & Marketing

- | Branding on the on-the-day conference materials.
- | Corporate description with full contact details to appear on the on-the-day conference materials.
- | Colour advert on the on-the-day conference materials.
- | Logo/button with hyperlink to be placed on www.theemailconference.com.
- | Logo and corporate description to appear on the partners' page on www.theemailconference.com.

Delegate Passes

- | 3 delegate passes (worth £2,997).
- | Delegate list with name, job title and company of all attendees.

Investment: £5,999 +VAT

Standard Price: £6,999

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EXHIBITION STAND PACKAGE

7

- | 3 x 2 metre exhibition area in the main networking room.
- | Branding on the on-the-day conference materials.
- | Corporate description with full contact details to appear on the on-the-day conference materials.
- | 2 delegate passes to the conference (worth £1,998).
- | Delegate list with name, job title and company of all attendees.

Investment: £2,999 +VAT

Standard Price: £3,999

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LANYARDS SPONSORSHIP PACKAGE

8

- | Sole sponsorship of all delegate lanyards at the conference.

Exhibition Area

- | 3 x 2 metre exhibition stand area in the main networking room.

Brand Awareness & Marketing

- | Branding on the on-the-day Conference materials.
- | Corporate description with full contact details to appear on the on-the-day Conference materials.
- | Colour advert on the on-the-day Conference materials
- | Branding on the holding slide on the stage set.
- | Logo/button with hyperlink to be placed on the homepage of the conference website.
- | Logo and corporate description to appear on the partners' page of the conference website.

Delegate Passes

- | 3 delegate passes.
- | Delegate list. Name, job title and company.

Investment: £3,999 +VAT

Standard Price: £4,999

(Book Before
 22nd February &
 Save £1,000)



*Excellent conference. Great range of opportunities.
 Good speakers. Excellent exhibition space.*

Sagacity (Previous sponsor)



*A good event. Good chance to obtain leads -
 predominantly in e-comm space.*

Dot Digital (Previous sponsor)



DRINKS RECEPTION PACKAGE

9

- | Sole Sponsorship of the conference lanyards.

Exhibition Area

- | 3 x 2 metre exhibition area in the main networking room.

Brand Awareness & Marketing

- | Branding on the on-the-day conference materials.
- | Corporate description with full contact details to appear on the on-the-day conference materials.
- | Logo/button with hyperlink to be placed on www.theemailconference.com.
- | Logo and corporate description to appear on the partners' page on www.theemailconference.com.

Delegate Passes

- | 2 delegate passes to the conference (worth £1,998).
- | Delegate list with name, job title and company of all attendees.

Investment: £3,999 +VAT

Standard Price: £4,999

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