

Virtual: Customer Engagement 2021

Tuesday 21 September 2021

@DMA_UK #dmaevents



Welcome

Scott Logie, Customer Engagement Director, REaD Group and Chair, Customer Engagement Committee, DMA

Acquisition and the Consumer Mindset

Tim Bond, Director of Insight, DMA

Acquisition and the Consumer Mindset – An Industry Perspective

Sarah Fussey, Head of Marketing & Digital, Great Rail Journeys

Rob Bennett, Head of Customer Insight and Planning, Joules

Katie Dulake, General Manager – Marketing and Communications, Mitsubishi Motors

Ben Lappin, Director – Retention & Customer Experience, The Guardian

Little Chapters of Chill

Duncan McLauchlan, Strategy Director, ENGINE

David Blackett, Senior Strategist, ENGINE

Pinterest's Inspiration Nation

Visha Naul, Director of Business Marketing – EMEA, Pinterest

The Future of Customer Engagement

Meabh Quoirin, Co-Owner & CEO, Foresight Factory

Azlan Raj, Chief Marketing Officer – EMEA, Merkle

Gavin Laugenie, Global Head of Content, dotdigital

Jane Evans, Senior Data Strategy Director, Wunderman Thompson

Sheryl Thompson, Creative Director, Union Direct

Closing comments

Scott Logie, Customer Engagement Director, REaD Group and Chair, Customer Engagement Committee, DMA

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