



Customer Engagement 2016

Tuesday 14 June 2016, The British Museum

@DMA_UK #dma

Join leading engagement thinkers and practitioners at the launch of Customer Engagement.

We have created an immersive experience, mixing expert keynotes with interactive workshops and exhibitions, all running alongside each other.

Look through the agenda and build a day that suits your needs, interests and engagement curiosities.

Theatre

8.30am – 9.00am **Registration & breakfast**

9.00am – 9.10am **Welcome**

Scott Logie, MD of Insight, REaD Group & Chair of DMA Customer Engagement Committee

9.10am – 9.40am **Defining the new rules of customer engagement**

Josh McBain, Head of Innovation, Future Foundation

Josh takes you through a first-up, exclusive look at the findings of our research into customer engagement

Refreshment break & session change over

9.50am – 10.20am **The only constant**

James Moffat, Executive Director, Organic

Customers constantly change when and where they want to engage with your brand. They shift tech and switch platforms. So how can marketers make the best choices in such a shifting landscape? Join Organic's James Moffat and find out.

10.20am – 10.50am **How user-generated profiles are the future of customer engagement**

Stacey Anklam, COO, autoGraph

Stacey will discuss how opt-in active customer engagement yields augmented experiences. Hear how Regent Street is one brand disrupting the traditional shopping experience through contextually relevant engagement.

Refreshment break & session change over

11.00am – 11.30am **TNT: 7 ways to deliver through digital transformation**

Christiaan van der Waal, Global Head of Digital Marketing, TNT

Discover the seven secrets to TNT's success as a customer-centric, always engaging organisation.

- 11.30am – 12.00pm **Arrive awesome**
Chris Pearce, CEO, TMW Unlimited
With a [Gold in brand building](#) at the 2015 DMA Awards, hear how TMW and Virgin Trains combined to create the memorable “Arrive Awesome” campaign

Refreshment break & session change over

- 12.10pm – 12.40pm **The customer engagement debate: ‘fuzzy marketing’**
Chaired by Scott Logie, the expert panel includes Damian Hamp-Adams, CEO, Rocketseed, Simon Hall, MD & Founder, NextGen Marketing Solutions, Simon Hill, Co-founder, Extravision and Caroline Kimber, Data Strategy Director, Stack
Does too much data mean too much targeting? Are we reaching saturation and is there a creative solution for marketers?

Lunch & session change over

- 1.30pm – 2.00pm **Effective practices for client engagement in workplace interactions**
Dr Rein Ove Sikveland, Research Associate, Department of Social Sciences Loughborough University
Featuring internationally leading research developed at Loughborough University, discover how linguistic subtleties impact on client / customer interactions. You’ll also be introduced to CARM – a pioneering and award-winning approach to communication training.
- 2.00pm – 2.30pm **Disruptive digital retail**
Tommy Howard, Head of Creative, Holition
Find out how augmented reality, VR and wearable tech change the landscape of engagement now and in the future

Refreshment break & session change over

- 2.40pm – 3.10pm **Heathrow & Acxiom - enabling customer centricity & results through data**
Jed Mole, European Marketing Director, Acxiom
Giles Hall, Business Director, Acxiom
More than just an airport: Find out how Acxiom partnered with Heathrow to transform it from a destination to a globally admired customer experience

Refreshment break & session change over

- 3.20pm – 3.50pm **How to provide a seamless customer journey & experience in a truly fragmented omni-channel world**
Derick Wiesner, Digital Marketing Agencies & Commerce Leader, IBM
George Ioannou, Director, Wipro Digital
The key to marketing success is understanding how your customers interact with your brand. And today's customer demands a holistic experience, across all channels. You need to show you understand them; ensure the data you use relates to them and the experiences you provide; and underpin everything you do with insights captured from mobile, social and wider context to inform those experiences.
Join IBM and find out how to do it.
- 3.50pm – 4.00pm **Closing comments**
Scott Logie, MD of Insight, REaD Group & Chair of DMA Customer Engagement Committee
- 4.00pm – 5.30pm **Drinks & networking**

Workshops

9.50am – 10.50am **IDM academy – customer insight**

Martin Chillcott, Managing Director & Freelance Marketing Planner, Hotchilly Marketing

A language everyone can understand: how can we change the way we listen – and respond – to customers? We may talk about engagement, but do our consumers know what we mean?

Refreshment break & session change over

11.00am – 12.40pm **The creative innovation challenge**

Mark Brill, Director of Strategy, Innovation & Training, Formation

Discover how to build better customer engagement. This workshop tackles brand innovation in engagement; introduces you to the tools of the trade; sets you a challenge; and lets you build a prototype or proof of concept to show off to your fellow participants.

Lunch & session change over

2.40pm – 3.10pm **Empowering the creative community with augmented reality tools**

Omaid Hiwaizi, President of Global Marketing, Blippar

Introducing augmented reality, the most effective and innovative channel for data-driven marketers looking for the edge in customer engagement. Discover how augmenting boosts engagement, helps you creatively deliver propositions and combines data analysis and insight to drive up ROI.