



Creating a data culture

Thursday 3 November 2016, DMA House

@DMA_UK #dma



8.30am **Registration & breakfast**

9.00am **Welcome**

Rachel Aldighieri, Managing Director, DMA
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9.15am **The 4 D's – Decaux, Digital, Data, Delivery**

David McEvoy, Marketing Director, JCDecaux

9.45am **Data cultures: agencies, big brands & start-ups**

Pipa Unsworth, Founder & Managing Director, VerveIQ

10.15am **Panel discussion**

David McEvoy, Marketing Director, JCDecaux

Pipa Unsworth, Founder, VerveIQ

James Morgan, Director of MI, British Gas

10.50am **Closing comments**

Rachel Aldighieri, Managing Director, DMA
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