



Customer Engagement 2017

Tuesday 27 June 2017, The British Museum

@DMA_UK #dma

- 9.00am **Registration and breakfast**
- 9.30am **Welcome**
Scott Logie, Managing Director, REaD Group and Chair of the DMA Customer Engagement Committee
@read_group
- 9.45am **Research results**
Josh McBain, Director of Consultancy, Foresight Factory
@Josh_mcbain
- 10.30am **Keynote**
Clive Humby, Chief Data Scientist, Starcount
@starcount
- 11.00am **Break**
- 11.20am **Breakouts**
- **Faking it – why honest reviews are essential in the “post-truth” age**
Matt West, Chief Marketing Officer, Feefo
@Feefo_Official
 - **Measuring and managing engagement**
Annabel Dunstan, Co-founder and Chief Insight Officer, Q&R
Imogen Osborne, Co-founder, Q&R
@qandr
- 12.00pm **Breakouts**
- **How not to exhaust your customer database and drive customer engagement**
Alexandra Simion, Digital Marketing Manager, BrandAlley
 - **Disruptive tech: how to make the right investment choices**
Paul Armstrong, Owner, HERE/FORTH
@paul_armstrong
- 12.40pm **Lunch**

1.30pm

Breakouts

- **The evolution of loyalty**
Stephanie D'sa, Head of Strategy and Insights – EMEA, Epsilon
@EpsilonUK
- **IDM taster session: Email marketing for engagement**
Kate Barrett, Founder, Shine a Light Media & IDM tutor
@shinealightmedi

2.10pm

Breakouts

- **The Power of Voice: Using the voice channel to drive customer engagement**
Sam Madden, Commercial Director, Wiraya
@wirayasolutions
- **Expenditure v Engagement: How to balance budgets and still deliver great experiences**
Howard Ormesher, Group CRM Director, IM Group
Phil O'Sullivan, Marketing Director, Newmarket Holidays
Ben Lappin, Head of Customer Experience, The Guardian

2.50pm

Break

3.10pm

Why storytelling is good business – and how to do it in the digital age

Laura Riches, Marketing Director, Naked Wines
@nakedwines

3.40pm

Reaching Disney audiences through a blend of data, tech and digital

Richard Ellwood, Head of Audience Engagement – EMEA, The Walt Disney Company

4.10pm

Driving customer engagement through data driven personalisation

Jo Boswell, Head of Customer Value Management, British Airways

4.40pm

Closing comments

Scott Logie, Managing Director, REaD Group and Chair of the DMA Customer Engagement Committee
@read_group

5.00pm

Close