



What email marketers need to know about AI

Tuesday 12 September 2017, The Soho Hotel

@DMA_UK #dma

8.30am **Registration & breakfast**

9.00am **Welcome**

Mark Runacus, Partner, Karmarama & Chair of the DMA
@karmarama @markrunacus

9.10am **What email marketers need to know about AI**

Parry Malm, CEO, Phrasee *@phrasee @ParryMalm*

9.40am **Digital Transformation – New Ways of Working at Gumtree**

Matt Button, Head of CRM, Gumtree *@gumtree @mattbutton*

10.10am **A.I. – let's get practical**

Nicola Keane, CRM Manager, Domino's Pizza Group

10.40am **Panel discussion**

Parry Malm, CEO, Phrasee
Matt Button, Head of CRM, Gumtree
Nicola Keane, CRM Manager, Domino's Pizza Group

11.20am **Closing comments**

Mark Runacus, Partner, Karmarama & Chair of the DMA
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