



Customer Engagement: Travel

Tuesday 5 September 2017, 58VE

@DMA_UK #dma

- 8.30am **Registration and breakfast**
- 9.00am **Welcome**
Scott Logie, Managing Director, REaD Group and Chair of the DMA Customer Engagement Committee
- 9.05am **Research results**
Nick Chiarelli, Director of Research and Analytics, Foresight Factory
- 9.45am **How should customer loyalty be applied to the travel industry?**
Mike Brinn, Global Loyalty Director, TLC Marketing
Rob Scott, Group Creative Director, TLC Marketing
- 10.15am **Panel discussion**
Nick Chiarelli, Director of Research and Analytics, Foresight Factory
Joel Brandon-Bravo, Managing Director – UK, Travelzoo
Mike Brinn, Global Loyalty Director, TLC Marketing
Rob Scott, Group Creative Director, TLC Marketing
- 10.55am **Closing comments**
Scott Logie, Managing Director, REaD Group and Chair of the DMA Customer Engagement Committee

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