

# Working with vulnerable consumers: the essentials - Manchester

Tuesday 14 November 2017, Great John Street Hotel

@DMA\_UK @theidm #dma #idm

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| 9.00am  | <b>Registration</b>  |
| 9.30am  | <b>Welcome</b><br>Elaine Lee, managing director, ReynoldsBusbyLee  |
| 9.35am  | <b>The vulnerable consumers policy framework</b><br>Jacqui Crawley, owner and managing director, KMB   |
| 10.10am | <b>Case study</b><br>Louise Wright, senior policy advisor, BBC   |
| 10.35am | <b>Case study</b><br>Matt Radford, supporter development manager, Maggie's   |
| 11.00am | <b>Panel discussion</b><br>Jacqui Crawley, owner and managing director, KMB<br>Louise Wright, senior policy advisor, BBC<br>Matt Radford, supporter development manager, Maggie's<br>Lynda Fletcher, risk operations manager, MBNA |
| 11.30am | <b>Closing comments</b><br>Elaine Lee, managing director, ReynoldsBusbyLee   |