



GDPR: Redefining the brand and consumer relationship

Wednesday 18 April, 58VE

@DMA_UK #dmaevents

- 8.30am **Registration and breakfast**
- 9.00am **Welcome**
Rachel Aldighieri, managing director, DMA
- 9.10am **Towards a greater understanding of permission**
Mitch Vidler, head of digital analysis, Jaywing
John McDermott, head of CRM, Jaywing
Inderjit Mund, data consulting practice director, Jaywing
- 10.00am **Break**
- 10.20am **Communication Saves Lives**
Jodie Armstrong-Downes, planning director, Proximity London
- 10.40am **Panel discussion**
Suzanne Korff, director, UK marketing communications, Princess Cruises
John McDermott, head of CRM, Jaywing
Ian Wolfe, head of marketing, BBC Account Acquisition
Jonathan Carter, managing principal and head of customer strategy - global services, Acxiom
- 11.10am **Closing comments**
Rachel Aldighieri, managing director, DMA

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