



Consumer email tracker

Thursday 24 January 2019, 58VE

@DMA_UK #dmaevents

- 8.30am **Registration and breakfast**
- 9.00am **Welcome**
Gavin Laugenie, digital strategist, dotdigital - @Gavygav @dotdigital
- 9.05am **Consumer email tracker 2019: The results**
Tim Bond, head of PR and insight, DMA Group
- 9.35am **Q&A: Dissecting the tracker results, what does this mean for email in 2019?**
Tim Bond, head of PR and insight, DMA Group
Marcus Gearey, analytics manager, Zeta Global
Guy Hanson, senior director, Return Path and chair of the DMA email council
Niki McMorrough, digital content and social media manager, Bentley Motors
- 10.10am **Break**
- 10.30am **DMA Gold - Best use of email: McDonald's Monopoly Wiiiin!**
Rob Pellow, digital experience director, Armadillo
Andrew Ellis, senior CRM manager, McDonald's
- 10.55am **How email helped Certsure launch Europe's biggest ever electrical event**
Mark Smith, marketing director, Certsure
- 11.20am **Closing comments**
Gavin Laugenie, digital strategist, dotdigital - @Gavygav @dotdigital

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