

Virtual: Customer Engagement 2020

Tuesday 10 November 2020

@DMA_UK #dmaevents



Welcome

Scott Logie, Managing Director, REaD Group and Chair, DMA Customer Engagement Committee
@REaD_Group

How to Win Trust and Loyalty 2020

Tim Bond, Head of Insight, DMA *@DMA_UK*

Brand Loyalty in 2020 – How has brand loyalty changed and what learnings can we take into the new normal

Guy Thornton, Head of Loyalty, News UK *@NewsUK*

Sophie Handley, Head of Customer Marketing, Brittany Ferries *@BrittanyFerries*

Marie Feliho, Global Head of Customer Retention, Just Eat *@JustEatUK*

Rob McDonald, Chief Commercial Officer, IAG Loyalty

Channel strategies for retention and long-term engagement

Nick Fletcher, Head of Planning and Strategy, Collinson *@Collinson*

Gavin Laugenie, Head of Strategy and Insight, dotdigital *@dotdigital*

Kerensa Ayivor, Planning Director, TLC Marketing *@TLCMarketingUK*

Grace Francis, Chief Experience Officer, Karmarama *@karmarama*

Identity, loyalty and sharing – driving the future customer

Charles Ping, Managing Director, Winterberry Group *@WinterberryGrp*

Thoughtful Marketing: A driver for brand choice

Marisa Thomas, Head of Brand, Bloom & Wild *@BloomandWild*

Sarah House, Head of CRM & Multi Channel Marketing, Paperchase *@FromPaperchase*

The Future of Customer Engagement

Josh McBain, Director of Consultancy, Foresight Factory *@ForesightFact*

Closing Comments

Scott Logie, Managing Director, REaD Group and Chair, DMA Customer Engagement Committee
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