

Make Your Marketing Measurement More Effective



Thursday 11 May 2023 | Floor Six, Events @ No.6

@DMA_UK #dmaevents

9.00am **Registration and Breakfast**

9.30am **Welcome**

Matt Dailey, Founder and Consultant, 1PD Group

9.35am **The CMO Effectiveness Toolkit**

Ian Gibbs, Director of Insight, DMA

10.05am **Marketing in Tough Times: Why Demonstrating Effectiveness is Crucial**

Deirdre Tippen, Head of Performance Marketing, Three UK

Seema Hope, Global Customer Insight Director, The Economist

Niyi Duro-Emmanuel, SVP, Strategy & Transformation Lead, Merkle

Michael Campbell, Head of Performance Marketing, OVO

Chris Love, Head of Marketing Performance & Econometrics, Virgin Media O2

Tina Fegent, Global Marketing Procurement Consultant

10.30am **Marketing Measurement: Championing Effectiveness**

Billy Ryan, Head of Analytics, the7stars

Georgia Protopapa, Head of Marketing Science & Analytics, Annalect UK

Rob Goodwin, CDO, MSQ

Nick Myers, Head of Planning, OLIVER

Caroline Parkes, CSO, RAPP

10.55am **Closing comments**

Matt Dailey, Founder and Consultant, 1PD Group

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