

Value of Measurement

Thursday 6 June 2024, Central London

@DMA_UK #dmaevents

- 9.00am **Registration and breakfast**
- 9.30am **Welcome**
Tony Miller, Chair of the DMA and Chair of the DMA Measurement Taskforce
- 9.35am **Research**
Ian Gibbs, Director of Insight and Planning, DMA
- 10.00am **Fireside Chat**
Iain Noakes, Marketing Effectiveness Lead, John Lewis Partnership
- 10.20am **Panel discussion**
Joy Talbot, Principal Economist, Magic Numbers
Roy Patel, UK MD, Objective Platform
- 10.55am **Closing comments**
Tony Miller, Chair of the DMA and Chair of the DMA Measurement Taskforce