consumer intelligence

Getting your customers and your brand ready for GDPR

fast.MAP
Effective Marketing Insight

DQM Group
CONFIDENCE IN DATA

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Date and venue	**Thursday 22nd June** Novotel, 40 Marsh Wall, Canary Wharf, London E14 9TP
1.45-2.00	**Registration**
2.00-2.10	## Welcome From our CEO and guest speakers who'll outline the agenda for the session
2.10-2.40	## Consumer and brand readiness We will be sharing with you the results of exclusive research we have carried out showing you what banking and insurance customers feel about their providers and what are the drivers of trust in this space. Our recent survey revealed that only 32% of drivers would give permission for their insurer to keep their information after they leave for "legitimate purposes", the criteria set by GDPR, which suggests that brands have a lot do to before 25th May 2018. This session will uncover the secrets to success with Consumers and what our research is telling us you need to do over the next few months (clue: don't leave it to Compliance, Risk and IS, look closer to home). **Ian Hughes, CEO Consumer Intelligence**
2.40-3.10	## Re-permissioning and consent Hear lessons from other sectors who are winning with re-permissioning right now and increasing customer consent levels. Learn how to start testing your GDPR compliant opt-in messages right away and how to evaluate which wording works best for your brand. Finally hear how you can calculate the business benefit of improved consent and what you can do before 25th May to test it. **David Cole, Managing Director *fast*.MAP**
3.10-3.40	## Making compliance a positive experience Hear why GDPR is a good thing and the benefits it will bring. Learn from the award winning Comic Relief case study and their GDPR campaign. **Peter Galdies, Development Director DQM GRC**
3.40-4.00	## Panel Q&A with our experts Your chance to ask our expert panel any questions
From 4pm onwards	## Drinks and networking Bokan, Level 39 Rooftop Terrace and Bar
Reserve your place here: www.consumerintelligence.com/getting-your-customers-ready-for-gdpr-event	