

→ **Thursday 4th October** – 30 Euston Square, London NW1 2FB

## 9.30 – 10.00: REGISTRATION & REFRESHMENTS

- 10.00: **Welcome and introduction** – Dylan Jenkins, Commercial Director, Epsilon Abacus
- 10.15: **Case Study: This Works**  
– Ben Collier, Business Development Director, Epsilon Abacus
- 10.35: **JICMail: The new audience measurement system for direct mail**  
– Mark Cross, Engagement Director, JICMail

## 10.55 – 11.20: REFRESHMENTS & NETWORKING

- 11.20: **The power of trusted referrals**  
– Andy Cockburn, CEO & Co-founder, Mention Me
- 11.40: **GDPR for marketers and why you should make privacy a brand asset**  
– Zach Thornton, External Affairs Manager, The DMA

## 12.00 – 13.00: LUNCH

- 13.00: **Panel discussion: Retail in 2018 – the stories so far**  
– Hosted by Andrew Wilson.  
– Panellists: Paul Gray (Chums), Verity Kick (Oak Tree Mobility), Dale Stillman (The Cashmere Centre), Nicola Downes (Biscuiteers), Bunty Stokes (Sunuva), Lewis Coetzee (Tru Diamonds)

## 14:00 – 14.15: Break for Roundtables

- 14.15: Table 1: **GDPR for marketers & stay updated with The DMA**  
– Zach Thornton, External Affairs Manager, The DMA and Alex Burnett, Business Development Manager, The DMA
- Table 2: **JICMail: Audience measurement system for direct mail**  
– Mark Cross, Engagement Director, JICMail
- Table 3: **Understand how a single customer view can generate value for your business**  
– Julian Berry, Director, Berry Thompson and Cynthia Lai, Customer Solutions Manager, Epsilon Abacus
- Table 4: **How trust and word of mouth can grow your brand**  
– Andy Cockburn, CEO & Co-founder, Mention Me
- Table 5: **GDPR: What's been its business impact, and what's next?**  
– Elliot Clayton, Senior Vice President, Media UK, Conversant
- Table 6: **Direct Mail Workshop – The Road to Successful Catalogue Marketing**  
– Ben Collier, Business Development Director, Epsilon Abacus and Obi Ezekwo, Business Development Account Director, Epsilon Abacus

14.55: **Closing comments**

**15:00: Networking Drinks at 30 Euston Square**

16.00: **Event ends**