



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

- 9.30am REGISTRATION & REFRESHMENTS
- 10.00am Welcome and introduction – Dylan Jenkins, Commercial Director, Epsilon Abacus
- 10.15am This Works case study – Ben Collier, Business Development Director, Epsilon Abacus
- 10.35am JICMail, the new audience measurement system for direct mail - Mark Cross, Engagement Director, JICMail
- 10.55am REFRESHMENTS & NETWORKING
- 11.20am The power of trusted referrals, Andy Cockburn, Mention Me
- 11.40am GDPR for marketers and why you should make privacy a brand asset - Zach Thornton, External Affairs Manager, The DMA
- 12.00pm LUNCH
- 13.00pm Panel discussion: Retail in 2018 - the stories so far
- Host – Andrew Wilson
- Paul Gray, Chums - Verity Kick, Oak Tree Mobility - Dale Stillman, The Cashmere Centre
- Nicola Downes, Biscuiteers - Bunty Stokes, Sunuva, Lewis Coetzee, Tru Diamonds
- 14.00pm BREAK FOR ROUNDTABLES
- 14.15pm Table 1: The Benefits of Direct Marketing Association membership, The DMA
- Table 2: GDPR for marketers – Zach Thornton, The DMA
- Table 3: JIC Mail, Audience measurement system for Direct Mail – Mark Cross, JicMail
- Table 4: Understanding value generation from a customer data platform – Julian Berry, Berry Thompson and Cynthia Lai, Epsilon Abacus
- Table 5: How trust and word of mouth can grow your brand– Andy Cockburn, Mention Me
- Table 6: Conversant – Digital privacy
- Table 7: Direct Mail Workshop - The Road to Successful Catalogue Marketing - Ben Collier, Epsilon Abacus
- 14.45pm Closing comments
- 15.00pm Drinks and networking at 30 Euston Square
- 16.00pm Close