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	Broomhouse Suite	Quadrangle	Mulgrave Theatre
From 8.30am	REGISTRATION & WELCOME COFFEE		
9.10-9.15am	Welcome Katy Ingram, DCA executive board leader		Copywriting intensive workshop Mel Henson, Words That Sell PRE-BOOKING IS REQUIRED FOR THIS FULL MORNING CLASSROOM STYLE WORKSHOP
9.15-9.50am	It's all about the product Victoria Laws, Coopers of Stortford & Andrew Wilson, Allergybestbuys		
9.50-10.20am	A case for Great British design Rob Law, Magmatic - Trunki	Success with off the page & inserts on a low budget Martin Harvey, Bio-Gard with special guest Nick Begy	
10.20-10.50am	Cambridge Satchel Company - grew its sales with CRO Clare Dixey, Cambridge Satchel Company & Dan Croxen-John, AWA Digital	GDPR/PECR update chaired by Chris Wheatley, Peter Hahn with Rob Bielby, Marketing Innovation Group; Lara Bonney, Long Tall Sally & Pamela Gardiner, Accent Direct Marketing	
10.50-11.15am	COFFEE & NETWORKING		
11.15-11.45am	Taking Britain's best to China Harry Mann, Brompton Bicycle; Daniel Armstrong, John Lewis & James Hardy, Avenue 51	Successful brand development Katy Ingram, Thought; Alison Lancaster, House of Fraser & Stella Hartley	
11.45-12.15pm	How to make it in the US Zoe Bray, Celtic & Co, Sarah Watson, Wentworth Wooden jigsaw Co; Colin Fisher, Rohan & David Ballard, Ballard Direct	3 Ways to use affiliate marketing that won't cannibalise your existing marketing Chloe Thomas, eCommerce Masterplan	
12.15-12.45pm	Germany – The next frontier after Brexit? Danielle Budde, BBR Associates GmbH introduced by Chris Wheatley, Peter Hahn	Preparing for the ultimate peak performance Tim Williams, HoF Holdings; & Lieneke Happel, Whistl Fulfilment	
12.45-2.00pm	LUNCH & NETWORKING		

All details accurate as of 13th June 2018

Agenda continues overleaf

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	Broomhouse Suite	Quadrangle	Mulgrave Theatre
2.00-2.30pm	Funding & planning for successful peak trading Stephen Sacks, FundingNav	Catalogue & print focus chaired by Andrew Wilson The power of personalisation – building great customer relationships one mailing at a time Seirian Hanner, Royal Mail	Connect with your customers using Social Media Richard Hunter, SocialSideKick
2.35-3.05pm	How Beachbody flexed its approach and transformed its UK business Thomas Parrott, Beachbody UK Ltd	Catalogue & print production: getting it right Amanda Arents, Charles Tyrwhitt; Allie Oldham, Scotts & Co; Bridget Petty & Fiona Maurice, JPS Print Management	
3.10-3.40pm	Succeeding with online marketplaces Rob Evans, Rarewaves; Simon Vogel, Emma Mattress; Jem Skelding, Naissance & Matt Warren, Veeqo	Multichannel product management: Finding the right solution Nigel Swabey, Scotts & Co; Julia Elwick & Gary Fisher, eC2i	Confessions of an AdWord addict Jayne Reddyhoff, Zanzi Digital
3.40-4.00pm	COFFEE & NETWORKING		
	Savvy circles – choose from one of the following topics:	Savvy circles – choose from one of the following topics:	Savvy circles – choose from one of the following topics:
4.00-4.30pm	Table 1: GDPR Q & A Rob Bielby, Marketing Innovation Group Table 2: Copywriting tips for strong SEO Mel Henson, Words That Sell Table 3: Dicover how to optimize your website like a pro Dan Croxen-John, AWA Digital	Table 1: Conquering the challenges of paper Bridget Petty, JPS Print Management Table 2: Print, the new media channel for a new generation of marketers Richard Boon & Tony Lock, WebMart Table 3: Recruiting and retaining customers ... using Direct Mail Jonathan Edwards, Xerox	Table 1: Recruitment & retention strategies - An elderly market perspective Andrew Peirce, Cosyfeet Table 2: Protecting your business against copycats Thomas Parrott, Beachbody UK Table 3: An alternative to Polybag Wrapping – Paper Wrap Rob Moules, YM Group & Steve Nayler, Pindar
4.30-5.00pm	Table 1: GDPR Q & A Rob Bielby, Marketing Innovation Group Table 2: 5 learnings from Black Friday/Christmas 2017 to boost sales in 2018 Al Keck, Infinity Nation	Table 1: Engage, Acquire and Retain your customers better than ever before Graham Reed, Callimedia Table 2: Programmatic mail in the catalogue industry David Amor, First Move Direct Marketing	Table 1: Order attribution across channels Nigel Swabey, Scotts & Co
5.00-5.30pm		Key takeaways Katy Ingram, DCA executive board leader	

Rates: DCA Members - Half day (am/pm) **£175 (+vat)** per person | full day **£295 (+vat)** per person

Non members - Half day (am/pm) **£245 (+vat)** per person | full day **£385 (+vat)** per person

Call **01271 855545** or email info@direct-commerce-association.com to book