

# DCA Autumn Conference

30<sup>th</sup> October 2018 – Marble Arch, London

| Time                 | Session  |
|----------------------|--|
| From 8.30am          | <b>Registration &amp; welcome coffee</b>   |
| 09.15 – 09.20        | <b>Welcome</b><br>Chris Wheatley, Peter Hahn & DCA board member  |
| 09.20 – 09.50        | <b>The future of global consumer commerce</b><br>John Andrews & Martin Oxley, IORMA  |
| 09.50 – 10.10        | <b>How to turbo-charge SEO and paid search ads using psychology</b><br>Tim Gray, Digivate  |
| 10.10 – 10.30        | <b>Push notifications: direct marketing's new wonder drug?</b><br>Chloe Thomas, eCommerce Masterplan   |
| 10.40 – 11.00        | <b>Growing through paid social in a GDPR world</b><br>Chris Simpson, More2   |
| 11.00 – 11.20        | <b>Don't get piqued by peak</b><br>Andy Cable; Mike Thom & Tim Williams – multichannel operations consultants  |
| <b>11.20 – 11.50</b> | <b>Coffee &amp; networking</b>   |
| 11.50 – 12.10        | <b>Profitable customer acquisition – what's working now: off-the-page, direct &amp; digital</b><br>Paul Payne, Lavery Rowe ; Debbie Conetta, Go Direct & Al Keck, Infinity Nation                              |
| 12.10 – 12.30        | <b>CRM: Leveraging loyalty schemes for growth</b><br>Crawford Davidson, GoInspire with Chris Wheatley, Peter Hahn & DCA board member   |
| 12.30 – 12.50        | <b>Making a lasting impression in a digital world</b><br>Jo Lee, Royal Mail MarketReach  |
| <b>12.50 – 14.20</b> | <b>Lunch &amp; Innovator Awards Presentation</b>   |
| 14.20 – 14.50        | <b>Maintaining business growth and focus; view from the top</b><br>Simon Brown, Joe Browns; Nick Wheeler, Charles Tyrwhitt & Nick Whitworth, Celtic & Co<br>Chaired by Mark Dugdale, Dugdale Digital Solutions |
| 14.50 – 15.20        | <b>Surviving and thriving in turbulent times</b><br>Alex Pratt, Serious Readers  |
| 15.20 – 16.10        | <b>Taking British brands overseas – US &amp; beyond</b><br>David Lockwood, Boden   |
| 16.10 – 16.30        | <b>Peak, Brexit and Future Trading – the big member debate</b>   |
| <b>16.30 – 17.30</b> | <b>Networking drinks</b>   |

Agenda correct as of 18th October 2018

#### Rates:

**DCA members** – £245 (+VAT) per place or book 2 for £345 (+VAT)

**Non members** – £395 (+VAT) per place

Rates are fully inclusive of all refreshments including lunch

For more details or to book call **01271 855545**

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