**Email and Marketing Automation**
Create your own success with verified, real-world, actionable insights

Bounce, Old Street, London
18th May 2017

Can trust, value and technology drive the rebirth of your email marketing? We are all aware email marketing is starting to find a new home in the digital toolkit, fuelled by technology and changing user consumption habits. So, have you got the new understanding, relevant techniques and tools your strategy needs?

It is time to make the most of innovation and automation to assess the future opportunities for your business and improve ROI. This event has been designed to help you do exactly that.

A few stats behind the reason we are running this event:

1. **95%** of companies using marketing automation are taking advantage of email marketing (Regalix)
2. Transactional emails have **8 x more opens** and clicks than any other type of email and can generate **6 x more revenue** (Experian)
3. About **53%** of emails are opened on mobile devices (Campaign Monitor)
4. Personalised email messages improve click-through rates by an average of **14%** and conversions by **10%** (Aberdeen)
5. Email is **40 times** more effective at acquiring new customers than Facebook or Twitter (McKinsey)
6. B2C marketers who leverage marketing automation have seen conversion rates as high as **50%** (eMarketer)
7. Email marketing has an ROI of **3800%** (DMA)
8. **74%** of marketers say targeted personalisation increases customer engagement (eConsultancy)
9. **83%** of B2B marketers use email newsletters for content marketing(Database Marketing Institute)
10. **81%** of online shoppers who receive emails based on previous shopping habits were at least somewhat likely to make a purchase as a result of targeted email (eMarketer)

## AGENDA

9.00am – Registration & Coffee

9.30 – Welcome Morning Moderator

*Steve Kemish, Keynote Speaker and Editor-in-Chief for Email, **IDM***

9.40 – **Automation: Understand your customer behaviour, enhance your marketing & and deliver a successful multichannel experience**

Manage action points of the communication workflow by streamlining processes more effectively and avoid ambiguity especially during heavy traffic inflow

Increase engagement, relevance and retention by implementing trigger programmes that allow you to achieve the maximum opens, clicks and revenue per email

Activations First v's Strategy First

Do you have the guts to test your onboarding automation?

Implement a seamless integration with other systems as MA is not a stand-alone system

10.10 – **Omni-Channel: Making it More than Mail**

Make the right organisational changes and invest in the right technology and analytics to ensure you have a multi-channel strategy

Have you mapped, planned, and launched scalable and responsive design mobile friendly templates to increase efficiency and quality?

When it comes to mobile it is not just other emails you are competing with, keep your customers and prospects short attention span in mind by creating content that is persuasive, relevant, and succinct (unlike this sentence!)

Be smart when tracking historical data points and identify preferred channels of communications such as email, push notifications social media etc. to determine the outcomes required both on and offline

*Reserved for **Andy Lettings**, Digital Lead, **Dufry Group***

10.40 – **Personalisation: What's in it for Me?**

How much attention have you paid to the role gender and age plays in the way emails are read and are you responding accordingly?

What is the silver bullet when it comes to turning your intention of excelling at personalisation across the customer lifecycle into a reality?

What is the most influential attribute to get your emails opened and prove that the effort and investment is validated?

**Dan Stone**, Email Marketing Manager, **Lovehoney**

11.05 - Anyone 4 Coffee? Tea is underrated if you ask us so have that too. Don't forget to drink some water and relieve your fatigue from all the information you are trying to absorb! Last but not least find the ping to your pong( we are not saying you chime or smell, it will all make sense on the day!)

11.30 – Roundtable Sessions

1. Content
2. Automation
3. Email/Design – Dave Littlechild, President, DL Consulting
4. Data/ Delivery

OR

Clinic/Workshop

12.15 Roundtable Round-Up & Clinic/Workshop Wash Up

12.30 Lunch

1.25 Welcome Back Afternoon Moderator

1.30 – **Panel: Whose Subject Line is it Anyway?**

What is it all about? Marketing? Service? Hyper Personalisation? Triggered marketing sequences? Data breaches?

**Andrea Carter**, Marketing Director, UKI & Global Field Programs, **Sophos**

**Riaz Kanani**, MD, **Connected Paths**

2.10 – **Prevent GDPR from Killing your email marketing**

Get a real handle on the permissioning rule

Understand why going the extra mile and playing the long game will win out!

Should you be reworking your online processes to accommodate the new requirements?

Hear how to avoid fines and diminishing the future value of your email marketing by shaping innovative offerings around wants and needs

Reserved for **Rosemary Smith**, Diretcor, **Opt-4**

2.40 – **Content: Unlock Opportunities & Revenue by Creating Genuine Engaging Conversations**

Hear from the DFS and Karmaram team on how they used smart data- capture and brilliantly designed and executed email marketing best practice to help deliver unheard for engagement rates.

**Mark Runacus**, Chief Strategy Officer, **Karmarama**

3.05 – **Effectiveness: Generating results for the individual using First Person-Marketing**

How to model your customer around their email address?

How can you make sure you are talking to people at the right time and about the right thing?

What steps to take to use data more effectively and avoid list fatigue

Build a results strategy by understanding how your email activity is performing and impacting on business objectives

**Suzy Carter-Kent,** Customer Success Manager**,** Adestra Ltd


3.25 - Wrap Up

3.30 -  Ping Pong & Pop/Pints -  Around the word table tennis competition between the pings and the pongs

5.00pm Event Closes