



# ANNUAL SUMMIT

13th JUNE 2019

TWICKENHAM STADIUM



From 08.30	REGISTRATION & WELCOME COFFEE			
09.15-09.20	<p><b>Welcome</b> Katy Ingram, DCA Executive board leader</p>			
9.20-10.20	<p><b>Keynote</b> <b>The Great Eight + Q&amp;A</b> Kevin Hillstrom, MineThatData</p>			
10.20-10.50	<p><b>The Unshakeable Power of Niche</b> Chloe Thomas; eCommerce Masterplan, Ashley Hubbard, Grenson; Adam Pikett, SportPursuit &amp; Andy Lockley, Love Shopping Direct</p>	<p><b>Direct Marketing, AI, eCommerce: email is easy – now print is too!</b> <b>Hyper –personalisation in catalogues is a practical reality – find out how and why</b> David Amor, First Move Direct Marketing; Jon Price, Complete Care &amp; Andrew Wilson, Direct Commerce Consultancy</p>		
10.50-11.05	COFFEE & NETWORKING			
11.05-11.35	<p><b>Marketing Economics; Ensuring you achieve your business potential</b> Kevin McSpadden, More2</p>	<p><b>Evolving Operations Capabilities in a High Growth Business</b> Mark Higgins, former COO, Charles Tyrwhitt</p>	<p><b>eCommerce Growth Masterclass</b> <b>Ian Hammersley workshop</b> Overview of Fundamental Rules of Ecommerce Growth</p>	
11.35-12.05	<p><b>Inside Mature Markets</b> Chaired by Chris Wheatley, Peter Hahn with Mike Lester, WoolOvers &amp; Paul Hendricks, DJH Advertising;</p>	<p><b>Solve Customer Pains to Grow the Value of Your Business</b> Stuart Wilson, Viewpoint Consultancy</p>	<p><b>eCommerce Growth Masterclass</b> <b>Ian Hammersley workshop</b> Focus on Add to Basket %, What it should be and how to improve it</p>	
12.05-12.35	<p><b>Addressable TV = Targeted Marketing's Secret Weapon</b> David Sanderson, Sky AdSmart; Liz McNamara, Get The Label; Charlie Makin, Pintarget; Lydia Esler, Studio 90 &amp; Steve Wild, SkyAdSmart</p>	<p><b>CRM 20:20</b> Jane Dixon, Willow Ridge Digital, Louise Southern, Studio Retail; David Williams, Deckers &amp; Ashleigh Davies, Moo</p>	<p><b>eCommerce Growth Masterclass</b> <b>Ian Hammersley workshop</b> Focus on the Basket to Checkout &amp; Checkout to Order %, What it should be, and how to improve it</p>	

Correct as of 6th June 2019

Rates: DCA members full day £295 each | half day\* £195 each Non members full day £425 each | half day\* £325 each

\* Half day rates are available for the morning 9am-14.00 or afternoon 12.45-17.00 - both include lunch.

VAT is payable at the prevailing rate.

All bookings are considered to be final. Substitutions may be made at any time.

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12.35-13.05	<p><b>You Can Teach an Old Dog New Tricks</b> Amanda Griffiths, Royal Mail</p>	<p><b>Sustainability: Beyond Greenwashing</b> Katy Ingram, Thought Clothing; Christopher Nieper, David Nieper &amp; Martin Harvey, Bio-Gard</p>	<p><b>eCommerce Growth Masterclass</b> <b>Ian Hammersley workshop</b> How to implement everything and put into practice</p>	
12.45-14.00	<b>LUNCH &amp; NETWORKING</b>	<b>LUNCH &amp; NETWORKING</b>	<b>LUNCH &amp; NETWORKING</b>	<b>LUNCH &amp; NETWORKING</b>
14.05-14.35	<p><b>TV Shopping Channels: A powerful route to market</b> Jamie Martin, Ideal Shopping Direct</p>	<p><b>Pre-booking essential</b>  <b>'The Great Eight' With Kevin Hillstrom</b></p>	<p><b>Building the Business Case for Social Media in B2C &amp; B2B</b> Stephen Sumner</p>	<p><b>Savvy Circles Round 1 Catalogue Clinic</b> Tony Adams, TA Design</p> <p><b>Sky AdSmart's Addressable TV- your questions answered</b> Steve Wild, Sky AdSmart</p> <p><b>Moving to an Omnichannel Model</b> Graham Ash, former Commercial Director, Clarks</p> <p><b>How Whistl's Intelligent Approach to targeting drives acquisition, both offline and online</b> Sonia Hitzelberger, Whistl</p>
14.35-15.05	<p><b>Accelerate Your Business Growth With TV</b> chaired by Matthew Pover, The Specialist Works with Dan Garrett, Farewill, Cath Crow, Sky &amp; Gregor Chalmers, The Specialist Works</p>	<p><b>'The Great Eight' With Kevin Hillstrom</b> Continued...</p>	<p><b>Re-platforming Your Website... What Could Possibly Go Wrong?</b> Darren Abbott, Joe Browns; Lauren Juster, Biscuiteers; Aynsley Peet, Cox &amp; Cox and Gavin Masters, Maginus</p>	<p><b>Savvy Circles Round 2 Ideas That Work!</b> JPS Print Consultants</p> <p><b>Sky AdSmart's Addressable TV- your questions answered</b> Steve Wild, Sky AdSmart</p> <p><b>From Brand to Bottom Line</b> James Clarke, TA Design</p>

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				<p><b>How to make the most of your finance team</b> Tim Williams, HoF Holdings</p> <p><b>GDPR Update</b> Rob Bielby, Marketing Innovation Group</p> <p><b>Creating a better user experience; how can we reduce complaints, provide positive user experience and protect our online brand and ratings</b> James Hayes, Parcelhub</p>
15.05-15.35	<p><b>How To Build A Successful Subscription Business</b> Janis Thomas, Deltatre</p>	<p><b>'The Great Eight' With Kevin Hillstrom</b> Continued...</p>	<p><b>Maximise your Door Drop ROI with Social Media Advertising</b> Martin Harvey, Bio-Gard &amp; Richard Hunter, SocialSideKick</p>	<p><b>Savvy Circles Round 3</b></p> <p><b>Sky AdSmart's Addressable TV- your questions answered</b> Steve Wild, Sky AdSmart</p> <p><b>Paper Wrap- Being Green needn't cost the earth</b> Tom Kilroy, YM Group</p> <p><b>Getting to grips with your Finance professionals – KPIs that count &amp; ideas for fully utilising the bean counters</b> Tim Williams, HoF Holdings</p> <p><b>Annual direct mail planning best practice</b> Mark Bolitho, iBehavior UK</p>
15:35-16:00	COFFEE & NETWORKING	COFFEE & NETWORKING	COFFEE & NETWORKING	COFFEE & NETWORKING

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16.00-17.00

## The State of The Market- Developments, Trends & Opportunities

Hosted by Ian King, Sky News business presenter with Stuart Paver, Pavers; Nigel Swabey, Scotts & Co; & Chris Wheatley, Peter Hahn

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