



AGENDA

9.30am – 10.15am

Welcome & Introduction – How was it for you?

Hosted by: Martin Harvey, Bio-Gard; Alex Pratt, Serious Readers; Chris Wheatley, Peter Hahn

Known for their candid sharing of the truth, the whole truth and nothing but the truth, our panel will open the day with frank revelations about their own trading experiences over the past few quarters. It is an 'open mic' opportunity for everyone to get involved, share insight, ask questions, get into the discussion, and steer the conversation to what matters most for you and your business at this time.

10.15am – 10.45am

Surprising brands that are growing through their use of mail

Sophie Grender, Royal Mail MarketReach

Direct to Consumer brands have continued to grow and many benefited from the pandemic. Those buying from D2C brands are predominantly more affluent and more likely to be female. Those that are getting letterbox marketing from a range of D2C brands are engaging at very high levels...

10.45am – 11.15am – Coffee & Networking

11.15am – 11.45am

Plotting your course through the attribution minefield

Jo Young, UniFida

Attribution is a hot topic, not least because GA4 from Google is on the horizon.

But getting attribution right is a critical success factor if large amounts of your marketing budget are not to be wasted.

Also, for many it's really confusing, and some approaches produce results that are just misleading.

Your attribution should be as unique as your marketing tactics and your customer journeys.

This session talks through a simple, transparent approach to achieving reliable measurement of marketing returns – using just your data – and providing powerful customer journey insight at the same time

11.45am – 12.45pm

Achieving the optimal balance between direct & digital marketing

Shona Jameson, CMO, Cotton Traders and Allie Oldham, Marketing Consultant & former marketing director, Scotts & Co

There's little doubt that it costs less to communicate with customers digitally but how effective are all of those email and social media campaigns when compared with catalogue mailings and off-the-page advertising.

12.45pm – 1.00pm

Tracking your Direct Mail campaigns from Mailing house to letterbox

John Ellis, The Mailshop

Up until now mailing campaigns have been simply released "into the wild" and no one knows when their campaigns are going to truly land.

This changes from now with The Mailshops unique tracking system that gives you full visibility of your mailing campaign from production on their machines through collection and then through the postal

network all the way to the letterbox. This means you can accurately predict delivery, manage call centre and order collation peaks and be in full control of your mailing campaign.

We will show you how our clients are able to track and predict their mail drop dates and control those important costs.

1.00pm – 2.00pm – Lunch & Networking

2.00pm – 2.30pm

Transforming Direct Mail campaigns with H3 geospatial indexing

Yasmina Dorchy, Choreographer

In this session, Yasmina will provide practical examples and best practices for leveraging the H3 index to optimize your geospatial data management. Whether you're a marketing professional, a data analyst, or a technology enthusiast, you'll gain valuable insights into the latest trends and best practices that can help take your brand to the next level.

2.30pm – 3.00pm

Changes, Market Pressures, Efficacy – how to cope with the explosion of cost rises for key print campaigns

John Ellis, Mailshop & Allie Oldham, Marketing Consultant & former marketing director, Scotts & Co

Print reaches the parts that other media simply cannot. But global paper shortages, print sector consolidation, and savage price rises across the board seriously hurt those who rely on catalogues, inserts and direct mail. With festive campaign schedules badly disrupted by postal strikes and ROI diminished due to postal service disruption, it has been a nightmare. Join the discussion please and share your experience and solutions along with those offered by our panel.

3.00pm – 3.30pm

Find, Keep and Grow loyalty – Maximising customer retention in 2023

Nicola Travis, The Tapestry Agency

What does the 2023 marketplace hold for our chances to get, grow and keep loyal customers? Looking at generational insights to tailor retention tactics, setting out best in class measures for loyalty standards, and sharing frameworks for action, this session will share insight on customer planning and illustrate opportunities to take a data first approach to navigate the challenges we're facing today.

3.30pm – 4.00pm

Grab a coffee & join the final closing debate

Martin Harvey, Bio-Gard; Alex Pratt, Serious Readers; Chris Wheatley, Peter Hahn

Rates: DCA Members - £225 per place | Non Members - £295 per place

Call **0208 092 5227** or [email us](#) to book

All rates are subject to VAT at the prevailing rate and all bookings are considered final.

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Direct Commerce Association

32 Enterprise Avenue, Tiverton, Devon EX16 4FP