

From 08.30 – REGISTRATION & WELCOME COFFEE

09.00 – 09.10 OPENING SESSION

Welcome & Introduction

Alex Pratt, Founder, Serious Readers

A warm welcome to you all at the start of this immersive day in which we'll hear from, learn from and gain inspiration from an amazing cross-section of talented players from our vibrant sector. All here to share their stories with honest insight, experiences and advice, in the uniquely friendly, inclusive environment which is the hallmark of the DCA.

09.15 – 09.45

'fessing up to messing up with grace

Johnnie Boden – founder of Boden - live interview with Allie Oldham, Marketing Consultant

There isn't a person in the sector who didn't see the coverage that Johnnie recently attracted in the national media and has been shared multiple times across social networks including LinkedIn. Boden is one of those fabulous British brands which has enjoyed great success over the years. Yet, as Johnnie candidly shared in the media, things haven't gone quite so well of late. Hear what went awry and how the business is turning it all around. Not to mention how it is reintroducing print catalogues. And what a PR triumph the recent media coverage has been. Encouraging, as it has, many columnists to pick up on the story and wax lyrical about their (past) love of the Boden brand, reigniting consumer interest and bringing back some very loyal customers.

09.50 – 10.20

After the Storm: From Business Turnaround to Business Growth

Aron Cody-Boutcher, Consultant and former CMO at OnBuy, Seasalt, Nisbets & Clarks

If demand and customers are falling away, the CMO is invariably first in the firing line. Often at this point a marketing transformation project is commissioned. 30% of digital and transformation projects succeed in driving the business value that was expected at the outset. That means 70% don't. When a plane falls from the sky we find out why. Lessons are learned and actions are taken. It's time to discuss why these projects don't achieve success.

10.25 – 10.55 CHOOSE FROM:

What makes your customers tick?

Colin Crawford, Director of Data Science, Predyktable

In this session, Colin will reveal how data can drive segmentation and inform next best action.

He'll take a look at how we can bring context to what is going on in the world around us and understand our customers better, to enable us to interact with them in an optimal way.

Revolutionising Catalogue Publishing

Daniel Martin, Head of Creative & Customer Comms, Coopers of Stortford, Julia Chisholm, Account Director, ec2i & Matt Jones, Systems Director, ec2i

Explore the future of publishing with a deep dive into Coopers of Stortford's transformative journey. Discover how the implementation of ec2i's Renaissance solution revolutionised their catalogue production, boosting productivity by 30% and reducing production costs significantly.

10.55 – 11.25 COFFEE & NETWORKING

11.25 – 11.55 CHOOSE FROM:

Media Planning in today's challenging market

Natalie Betts, MD, Relish Agency & Mark Davies, MD, Whistl Doordrop Media

Many businesses are working with smaller budgets and have little 'contingency' for testing new media. We're also hearing that the ongoing cost of living worry has impacted response for many brands. How can marketers pinpoint the best of direct and digital options for their media spend, achieve greater stand-out as well as be certain that their advertising messages are hitting the spot.

Live Shopping - The ultimate personalised experience for your customers in peak trading

Serge Milbank, CEO, Confer With

Explore how to create meaningful customer experiences directly from your website. One-to-one live shopping provides real-time engagement and tailored recommendations when shoppers are researching their Christmas purchases. Learn how innovative retailers and direct to consumer e-trailers are building a competitive advantage in what is shaping up to be an increasingly competitive peak trading season.

Roundtable: Using data (and AI) to maximise website traffic & sales during peak trading and beyond.

Ben Barnes, MD, Neural Edge

What does effective data-driven marketing look like?

Data gives you direction. It allows you to improve the efficiency and impact of your marketing campaigns. It gives you an understanding of which channels work best and to reallocate spending to those that yield more.

Using data to inform your decision-making is essential for eCommerce digital marketing success. In this round table session, we'll be sharing and discussing with you the key metrics you should be tracking, how you can find that data, using AI for forecasting and how to set realistic benchmarks for success.

12.00 – 12.30 CHOOSE FROM:

Managing marketing's CO2 as well as your bottom line

Jo Young, MD, UniFida

UK marketers want to reduce the CO2 impact of their marketing campaigns at the same time as maintaining their return on marketing investment (ROMI).

This can be done, but it needs a marketing CO2 calculator that gets into the detail of which elements of campaigns are causing the greatest damage, such as which creatives and which channels - social, email, search, TV, direct mail?

It also needs a marketing planning approach that can forecast the financial impact of changing campaign plans.

Jo Young will explain with some case studies how to bring together both sides of this equation, to create a win for the planet and for the marketing budget.

Growth Strategy in turbulent times - why it's more important than ever to get it right

Jason Chappel, Founder, Defiant

- What growth looks like in a turbulent socio/economic landscape
- Outlining the importance of distinguishing between top line growth and bottom line growth.
- How to determine which one you need to be chasing.

- Why you need to be crystal clear as a business about what growth means for you and why you need to communicate that throughout the whole company.
- How you can grow profitably - revenue and profit and not mutually exclusive.

Recruiting New Affluent Over 65's from the national press at a Profit

Paul Hendrick, Director, DJH Advertising

What if it cost you nothing to recruit a new customer? The holy grail of customer acquisition? Well, it's entirely within your reach using an off-the-page campaign in the national press....and if you're looking for the affluent 65's the national press is where to find them. The mature market controls 80% of the spending power of the nation, over £15 trillion. As recruitment from traditional list sources has been ravaged by with market and GDPR pressure...Off-the-page has seen a resurgence. If you think the press is an old maid media, then think again. It still has a critical mass of affluent wealthy ABC1s with disposable incomes. They are loyal, responsive and PROFITABLE.

12.35 – 13.05 CHOOSE FROM:

Customer Loyalty and Inflection Points

Kevin Hillstrom, President, MineThat Data

Have you ever wondered why it is so hard to effectively increase customer loyalty? In this session, Kevin will explain why most e-commerce brands are better served by focusing on awareness and customer acquisition. For those who do want to focus on customer loyalty, Kevin will share "inflection points" ... key timeframes when customers are responsive and can be pushed to greater customer loyalty.

13.05 – 14.15 LUNCH & NETWORKING

14.15 – 14.45 CHOOSE FROM:

Developing international sales painlessly

Lincoln Taylor, Marketing Manager & Tony Preedy, MD, Fruugo

Many young brands, as well as longer established players, know that there is a world of opportunity beyond the UK market but lack the time to do the legwork. In this session Lincoln will share how the Fruugo proposition has helped many businesses to carve out profitable online sales using its unique family of international marketplaces. Ordinarily these are in markets that the larger players have ignored but where there is strong demand for new, exciting products and brands. With all of the tricky aspects taken care of – translation, currency, order taking – Fruugo can also offer speedy access to high potential markets opening up new opportunities for businesses to grow.

Surfing the sustainability wave

Richie Jones, MD, Vaast

These days consumers are looking to brands to take the lead when it comes to sustainability. They are also attracted to brands which are purpose-led, ethical, and which are in tune with their own personal cleaner living goals. Add these factors to the complex back-office business of 'policing' all elements of the supply chain for every SKU, as well as conforming with EU product labelling requirements for all who are trading internationally, and there are many new and emerging challenges to deal with. In this session Richie will discuss these issues and share experience gained through working with a number of clients.

Roundtable: Mastering the Art of Customer Connections: The Crucial Role of CRM Strategies Post-Purchase!

Priya Ghai, MD, Passionfruit Direct

Delve into why the post-purchase phase is a goldmine for businesses and explore how effective CRM strategies can transform one-time buyers into loyal advocates. Discover the secrets to enhancing customer retention and satisfaction, learn actionable strategies and best practices for crafting and implementing post-purchase CRM initiatives, and explore how emerging technologies are shaping the future of CRM.

14.50 – 15.20 CHOOSE FROM:

Under the bonnet' of 35+ SME retailers

Joe Fletcher, Consulting Director, Omnicommerce

Retailers and brands have faced a challenging period. It has forced us to be smarter than ever and more efficient with our limited resources. What are those businesses that are winning doing differently? A back to basics look at guiding principles, strategies and tactics.

Deploying new tech solutions for real world impact

Alex Bridgman, CEO, Bridgman & Rosie Bailey, CEO, Nibble

Hear how Bridgman are using Nibble to boost online sales.

Roundtable: Forget Traditional Econometrics!

Colin Crawford, Director of Data Science, Predyktable

How predictive analytics is providing a refreshing new way to model offline & online consumer behaviour and its impact on future purchasing decisions.

15.20 – 15.55 COFFEE & NETWORKING

15.55 – 16.25 CHOOSE FROM:

Five Basic Human Truths and Their Impact on Marketing

Brent Niemuth, President & Chief Creative Officer, J.Schmid

Whether we offer a product or a service, or whether we're selling to consumers or business-to-business, one thing is common for all of us—we're all trying to connect with human beings. The fact is, we're not selling to a "demographic" or a "target audience." We're trying to form a relationship with real people. So shouldn't we try to better understand what makes people tick? What motivates them? What do they respond to? What do we all have in common?

Recent discoveries in neuroscience have shed light on how all human beings process information and how we all react to certain things. If we have a better understanding of these basic human truths, we can craft our marketing messages to be more effective.

Building a Successful Mobility Brand Via DRTV, Press and Digital Marketing

Sumi Wang, MD, eFOLDI & Pete Mills, MD Smart Response Media

Sumi will discuss with Pete, how eFOLDI has successfully grown its UK multichannel mobility business via an innovative direct marketing strategy.

Roundtable: Managing marketing's CO2 emissions alongside the bottom line

Jo Young, MD, UniFida

How close are you to understanding marketing's CO2 emissions and how to reduce them? What effect will changes have on marketing's return on investment? If you have plans in place, what are the benefits and key challenges? In this roundtable discussion, we can share the impact that marketing is having on CO2 emissions, how we can reduce it and discuss how businesses can gain from managing marketing's CO2.

16.30 – 17.00 CHOOSE FROM:

Fighting your corner against postage rate increases

John Ellis, MD, MailShop

If we cast our minds back, to when DCA was founded (as Catalogue Exchange) one of its goals was to negotiate for member companies on key services, like bulk mailing postal rates. We enjoyed considerable success 'back in the day', securing special rates for members and now, with the threat of significant price increases, it is time to fight the corner for our sector once again. John Ellis has taken on the mission as spokesperson & co-ordinator of this challenge and, having already enabled a direct conversation between several catalogue mailers who would be adversely affected by the proposed price increases and senior people at Royal Mail, is now keen to build momentum by inviting additional businesses which will be impacted.

If you mail catalogues in volume then get involved by pulling up a seat and finding out what happens next.

Agenda correct as of 12 October 2023