

From 9.00 am – REGISTRATION & WELCOME COFFEE

10.00am – 11.00am CHOOSE FROM:

The future of the Universal Postal Service - 13 days* remain to influence change

Markham Sivak, Policy Project Director, Ofcom, Shona Jameson, CMO, Cotton Traders, John Ellis, MD, The Mailshop

Ofcom has set out evidence that suggests the universal service needs to change to better align with the needs of consumers and to ensure it can continue to be affordable and sustainable into the future. They have identified that challenge to sustainability comes from the current obligations on letter delivery and have suggested that it is likely that changes which would materially impact on the current financial challenges are likely to be either reducing the frequency of household letter deliveries or options that mean that the large majority of letters to be delivered over a longer time frame to allow greater operational flexibility. This is a call for input without any detailed proposals for change at this stage but Ofcom is seeking input from all interested parties so there can be an informed public debate on how the specification should be modernised for the future.

There are many issues which will be openly discussed in this DCA forum.

Retailer only session - 1 per company - pre-booking essential

***13 days from our DCA Spring event – the deadline for contributions to Ofcom’s study is 5pm on 3rd April 2024**

10.00am – 10.30am

Extending your eCommerce Success into overseas markets

Ben Barnes, MD, Neural Edge

Join this session which will combine a review of relevant industry trends as more UK businesses seek to expand into new international markets. Hear how a client which Neural Edge has been supporting has expanded its business overseas and consider if it is now time to seriously review your international aspirations.

10.30am – 11.00am

How the cookie crumbles in 2024 – Part One

Jason Smith, Sales Leader, Mozilla

With much change to embrace and a constant stream of new solutions and approaches to consider, the lives of the digital team, and those who depend on the digital team to deliver results, have never been more fraught. In this overview, Jason will discuss some of the issues that are arising for most online and multichannel businesses in this tougher and more competitive trading environment. It is suggested by recent research that customer retention should be re-prioritised with personalisation a key element in this. It is also a time for understanding, empathising, and embracing wider consumer concerns about privacy and data security, as well as to generally improving the quality of all customer communication to provide clarity that builds greater brand trust. In part 1 of this session, we’ll look at:

- What happens after cookies? What do we need to be doing?
- How can we better personalise our customer communications whilst fully observing privacy legislation?
- What are the best customer acquisition media channels to use?
- Where does/should social channels fit in our digital marketing mix?
- How can we leverage user generated content?
- What can be achieved by smaller businesses with lower budgets?

Whilst Jason cannot promise to answer all your questions here and now, what he can do is provide clarity across a number of these burning issues and in a further session later in the programme, will cover the rise and impact of AI.

11.00am – 11.30am MORNING COFFEE & NETWORKING

11.30am – 12.00pm CHOOSE FROM:

Retail Brands: An informal chat with Royal Mail

Tim Cable, Wholesale Product Director, Royal Mail & John Ellis, MD, The Mailshop

More copy to follow.

Retailer only session - 1 per company, pre-booking essential

How the cookie crumbles in 2024 – Part Two

Jason Smith, Sales Leader, Mozilla with Stephen Sumner, Brand Growth Consultant

Continued

- Customer reviews: not all are equal and here's how to out & oust the fakes
- What truly works to reinforce & communicate brand strengths
- What you can do to stand out in a crowded competitive market
- Where does social fit and can it deliver for you
- Why price alone is never the best customer acquisition tool
- Is your digital ad budget achieving promised ROAS
- How can we be certain of our digital agency's reporting?

12.05pm – 12.35pm CHOOSE FROM:

Brands to watch in 2024

Stephen Sumner, Brand Growth Consultant

The past 12 months have been nothing short of devastating for many retailers. Demand plummeting, market share eroding, cost of living concerns restraining customer spend, you name it. Yet, whilst some have fallen spectacularly from grace others are holding their own and/or thriving. So, what differentiates the winners from the also rans. Is it simply investment and where it is directed? Or can external investment or AIM listing bring additional problems with it. What makes a 'killer' brand in today's market; how do you become the first (& only) place to go for your target customers, for more than a fleeting moment. How do you retain customers' interest and evolve with them over the long term. Stephen shares this personal view on brands to watch & what is behind their success.

Start with a blank sheet of paper

Amanda Griffiths, Head of Customer Planning & Insight, Royal Mail Marketreach

The average piece of direct mail is looked at for 108 seconds over a month (Source: JICMAIL). And high engagement mailings such as catalogues are achieving over 5 minutes of attention. With that much consumer time available to your mailing, it is critical that you plan, target and craft your mailing to be seen and engaged with. Marketreach has scoured its library of over 500 mail case studies to look for attention grabbing ideas and strategies that have delivered powerful results because they grab, hold and make use of the attention they receive and deserve.

12.40pm – 1.10pm

How to turn a business around – *Live interview*

Graham Winn, CEO, allbeauty, interviewed by Allie Oldham, Fractional Multichannel Retail Consultant

In this insightful session hear how Graham Winn is leading a major turnaround of online beauty products specialist allbeauty and integrating its stable mate Fragrance Direct. The vision he has for the brands and how it is coming to fruition. The challenges and the obstacles, the wins to date and the work in progress.

1.10pm – 2.10pm LUNCH & NETWORKING

2.10pm – 2.40pm

Customer acquisition & retention in 2024

Shona Jameson, CMO, Cotton Traders, Christopher Bonnett, CEO, Gardening Express, Nicola Downes, D2C Marketing & eCommerce Consultant, Allie Oldham, Fractional Multichannel Retail Consultant

Where are our budgets best invested in the coming months? What is working, where are we struggling? Are AOVs from our loyal customers holding up? Are we seeing more 'one-off' purchasing by our new customers? Without giving the entire game away, our panel will discuss what they have been doing to retain good customers through thick & thin & what they plan to do more of. Whether it is testing new demographics, developing new CRM programmes, forging new partnerships, or testing new media. How do they plan on holding their own as we begin to migrate from extremely difficult trading conditions to a slightly improved retail environment.

2.45pm – 3.15pm CHOOSE FROM:

Leveraging digital/AI for Customer Retention

Jason Smith, Sales Leader, Mozilla, Alex Pratt, Founder, Serious Readers, Ben Barnes, MD, Neural Edge

There are countless uses of AI – some of which are sufficient to confound all of us. But amidst this there are some truly remarkable developments making inroads into our operations. In this session our panel will offer up and discuss some of the applications which are already delivering positive ROI in the USA and closer to home. Naturally there are negatives and potential pitfalls too which they will alert you to.

The changing parcel delivery landscape and what that means for direct retailers

Andy Underwood, MD – Parcels, Whistl

As the final piece in the jigsaw, our customers' parcel delivery experience reflects straight back on us. We all need to ensure that we are alert to any delivery issues – whether that be falling service levels experienced by our customers or mass media reports on the performance of a specific carrier. Consumers are less willing to accept a single carrier/service option with many abandoning baskets when they see the option is a carrier they mistrust. In this session, Andy will share his insights on what retailers can do to shore up their parcel delivery experience.

3.15pm – 3.45pm AFTERNOON COFFEE & NETWORKING

3.45pm – 4.15pm CHOOSE FROM:

Supercharging your email

Jay Schwedelson, President & CEO, Outcome Media

Because email is perceived to be a) easy (simple) and b) low cost (cheap) many businesses are simply not giving it the focus they could and should. In this quick-fire session, US email copy and content pro Jay Schwedelson will share a treasure trove of tips, ideas and examples that will get you the best open rates ever. All whilst reinforcing your brand values and generating positive response whilst reducing opt-outs. This is a session not to miss.

1 to 1 networking

If you've been intrigued by any of the material covered today or would like to meet any of our speakers in person then many of them will be around to see you. We'll also have more information on how you can make a formal contribution to the Ofcom/Royal Mail study, suggest potential sessions or speakers for future DCA events, renew your membership or join the DCA.

Agenda correct as of 19 February 2024

Rates (inc Refreshments & Lunch): DCA Members – £145 per person | Non Members – £225 per person

Discounts are available on request for client side bookings of 3 or more.

[**CLICK TO BOOK NOW**](#)

Direct Commerce Association | 32 Enterprise Avenue, Tiverton, Devon, EX16 4FP | T: 0208 092 5227 | E: events@directcommerce.biz