



9.45am – 9.55am

Welcome to MyDCA's South West event

Allie Oldham, DCA advisory board member

Deciphering today's market

It is certainly 'different' out there. Consumers are seemingly less likely to make impulse purchases. Employers are facing myriad increased costs. But it isn't all bad news, many businesses are celebrating strong sales. In my book, there is always a way to extract more from what we already have and to act more as a start-up would. Being tactical, encouraging customers to spend with us rather than our competitors. We can all achieve more with less by being agile, by being creative, by sharing insight, and in developing partnerships.

10.00am – 10.20am

Savvy Selling: Why Intellectual Property (IP) matters in the retail sector

Laura Newbold Breen, CEO, Anti Copyright In Design (ACID)

Not all businesses out there are as honest and squeaky clean as we'd hope. Therefore, it is fundamental that we take steps to understand the risks we face from the unscrupulous if we are to avoid literally having our product designs and branding stolen from us, and ACID is here to help with advice and resources to ensure your business is protected. This is one session that will resonate with many in the room who have fallen victim to counterfeiters or know of a business that has.

10.25am – 10.50am

Unpeeling the layers: Finding the golden ticket

Allie Oldham & Amanda Arents

When you have been at the sharp end for decades as a marketer across many product categories, you have faced unimaginable challenges. In fact, nothing really phases you as you reach back into your experience, tweak and then apply what you did the last time the country was in crisis. Some boomed during the Covid lock downs, others suffered but came into their own as the world 'normalised'. None of today's challenges are unique, BUT they need a stronger than ever response. Here is a list of some of the most productive things your business can do to acquire new customers, retain current customers, and reactivate past customers. From product to branding, positioning to promoting – exploring new marketing channels, finding potential partners, to exploring overseas markets. Both Allie and Amanda have worked with a range of upmarket British businesses and will share tips to help you elevate your brand, make it covetable, and differentiate it from the rabble.

10.50am – 11.20am: COFFEE & NETWORKING

11.20am – 11.40am

Bespoke and optimised. The new way to unlock growth via Direct Mail

Dylan Jenkins, Sales Manager, BBS Ltd

Direct Mail is a very powerful yet underused marketing channel these days. The days of large volume mailings are gone. However, smaller more bespoke tactical mailings provide both a competitive advantage and improved customer lifetime value. The battle for the digital pound is very aggressive and becoming increasingly expensive. If optimised most efficiently, direct mail can get your brand into the hands of the consumer far more effectively.

In this session, we will discuss how the different elements of a Direct Mail campaign can be optimised to ensure the most cost-effective way to reach your customers.

11.45am – 12.05pm

Measuring marketing effectiveness: practical solutions

Jo Young, Managing Director, UniFida

Return on marketing investment (ROMI) is the big, shiny metric that marketers strive to achieve. But why is marketing ROMI difficult to measure, and why do marketers get distracted by this metric?

Marketing is a complex field – *not that we need to tell you that*. With multichannel strategies, constantly evolving technologies, and the ever-changing consumer landscape, it's no surprise that accurately measuring ROMI can be daunting. Tracking all that data and attributing it to specific marketing efforts is no easy feat. But when there's a will, there's a way. We'll explore the key difficulties in measuring marketing ROI and provide practical solutions to help you overcome them.

12.10pm – 12.30pm

Unlocking Growth: Why now is the time to embrace B2B & D2C eCommerce

Craig Birch, Head of Sales, Cloudfy

How businesses can scale with a strategic B2B or D2C approach & capitalise on market trends

In this session Craig will cover:

- The growth potential of the B2B and D2C markets
- The changing retail landscape and why eCommerce is essential
- The opportunity - Choosing B2B, D2C or Both (Hybrid)
- Implementing a scalable B2B or D2C eCommerce Solution
- The future of B2B and D2C – What's Next

12.35pm – 12.55pm

Driving traffic more cost-effectively to gain more from your marketing spend

Alice Buttlng, MD, Attinger Jack

One trend our clients are finding is that the cost of online search for their brand terms is increasing. To combat this, clients are bypassing this with print and TV (QR codes, encouraging phone response) and also email newsletters that link directly to order pages – essentially driving direct traffic over search. This enables businesses to keep more control of their budget, be more targeted and have a clearer picture of their results from specific activity.

12.55pm – 1.40pm: LUNCH & NETWORKING

1.40pm – 2.00pm

How to harness location-based open data effectively and scale your analytics capabilities

Leighton Cuff, Conexance by Choreograph

This session will explore how open datasets like Uber H3 and house price data can drive hyperlocal consumer insights and predictive analytics. Learn how to leverage these resources for market segmentation, trend analysis, and behavior prediction.

2.05pm – 2.25pm

Selling SEO to your leadership team: A practical guide

Ben Barnes, MD, Neural Edge

Marketing managers know SEO is critical—but proving its value to leadership is often easier said than done. In 2025, with rising attribution challenges and increasing competition, managers need to move beyond traditional metrics like rankings and ROI to focus on broader, more meaningful metrics.

This talk will cover:

- Highlighting metrics like visibility, engagement, and trust to tell a compelling story.
- Aligning your SEO strategy with business goals.
- Securing leadership buy-in and demonstrating the impact of your work.

2.30pm – 3.00pm

The Digital Channel: what's working, what's not

Matt Parker, Head of eCommerce & Trade Marketing, Chunk of Devon & Luke Green, Head of eCommerce, Red Paddle Co

Join our two panellists from very diverse local businesses – one from the world of paddle boarding & water sports, the other from a pie business which is continually rolling out new recipes. Both sell direct to consumers, have wholesale customers, and are constantly innovating online. They'll discuss how social is working as compared with email marketing and how they deploy SEO, paid and organic, digital advertising and more.

3.00pm – 3.30pm: AFTERNOON COFFEE & NETWORKING

Agenda correct as of 24th February 2025