



2025 DCA Annual Summit sponsored by [Conexance by Choreograph](#)

8.30 – 9.15am: Registration

9.15am – 9.35am

The power of collaborative data: driving growth in direct commerce

Beth Duckett, Head of CRM, ME+EM, Tracey Cannon, Head of Marketing, WCF, Nicolas Hewitt, Head of Client Services, Go Direct Marketing, Carl Bowman, Client Director, Ginger Black & Leighton Cuff, Advisor, Conexance

This panel explores the transformative potential of cooperative data models in direct commerce. Discover how shared data intelligence empowers businesses to gain unparalleled customer insights, optimise marketing, and drive significant growth. Industry leaders will share real-world examples of how leveraging a robust co-op database has enabled them to expand reach, acquire new customers, deepen customer understanding, improve retention, and enhance marketing ROI. Learn how collaborative data initiatives are reshaping direct commerce, fostering innovation, and leading to smarter business decisions for sustainable success.

9.40am – 10.00am

How retailers are using catalogues to amplify their brands and drive performance

Sophie Grender, Director of New Business, Royal Mail MarketReach

10.05am – 10.30am

Savvy Circles Round 1 – choose from

Table 1: How AI is impacting search marketing & consumer behaviour

Ben Barnes, Managing Director, Neural Edge

Join Ben as he shares the knowledge you need to implement effective AI search strategies in your organisation:

- Consumer data on how AI is changing shopping
- Platform breakdowns: Google, ChatGPT, Perplexity
- The impact on traditional SEO metrics
- How to appear in AI search results
- What brands and retailers should do now

Table 2: Why is print uniquely valuable for marketers? And how can you do it more efficiently and effectively?

Bobbie Cook, Creative Director & James L. Clarke, Consultant, TA Design

Pull up a chair as Bobbie and James share the creative tips and techniques you need to know, to make your print engage, inspire and so be more effective.

Table 3: Unlocking the last mile: PUDO, APMs and the rise of out-of-home delivery
Anand Madhani, Business Development Manager, Parcelhub

Out-of-home delivery through PUDO points and Automated Parcel Machines is rapidly becoming a cornerstone of the last mile. By shifting parcels to fixed, accessible locations, retailers and carriers can cut failed deliveries, reduce carbon impact, and give customers more control over when and where they collect orders. The real opportunity lies in building dense, well-placed networks that combine lockers and PUDOs, creating convenience for shoppers and efficiency for businesses.

Table 4: How to improve response rates and drive acquisition with direct mail
Neil Carter, Sales & Commercial Director, Posthub

In this savvy circle Neil will explain the importance of:

- Creating a unique offer
- Data hygiene
- Targeting and re-targeting your audience
- High levels of personalisation

10.30am – 11.00am: Morning Coffee & Networking

11.00am – 11.20am

Let's Trade – through peak and beyond

Panel session led by David Williams, Digital Transformation Consultant, with Victoria Laws, former Managing Director, Coopers of Stortford & Clara Halsall, merchandising Consultant

In this session our panel will share tips, pointers and practical ideas to help your business make optimum sales during the golden quarter. Discover how to avoid the price-slashing race to the bottom & ensure that your peak sales are profitable.

11.25am – 11.45pm

The US market: maximising potential - after the tariffs

Mark Higgins, Interim Operations Director, ME+EM, Steve Bennett, Head of International Sales, Whistl & David Ballard, Managing Director, Ballard Direct

The US market has long presented UK retailers with a strong opportunity to develop significant sales. BUT with many UK based parcel carriers having abruptly withdrawn from shipping into the US due to the complexities of dealing with the new tariffs:

- How are UK direct businesses continuing to serve US customers?
- What systems workarounds are being implemented?
- Are US customers and prospects going to pay the additional cost to import their orders?
- Does it now make more sense to consider bulk shipping into the US for local market fulfilment?

Bring your questions for discussion and considered advice.

11.50pm – 12.15pm

Improving print marketing ROI

Panel session led by Amanda Arents, Multichannel Consultant with Alexandra Birchall, Director of Marketing, Coopers of Stortford & Tracey Cannon, Head of Marketing, WCF

With budgets under extreme pressure, it has never been more important to ensure that the revenue generated from print marketing is accurately attributed. For, as most marketers know, great catalogues and off the page advertising drive profitable online orders and grow customer loyalty. Whilst the cost of all aspects of print production and distribution have risen, the channel still remains one of the most responsive for many direct & multichannel retailers. In this session our panel will explore ideas to help contain costs whilst achieving the best results, as well as offering tips to ensure that other channels aren't 'stealing' the credit for print generated sales and are bearing their share of photography and creative costs.

12.20pm – 12.45pm

Savvy Circles Round 2 – choose from:

Table 1: The importance of offering Customer service solutions that suit Natalie Sehna, Director of Fulfilment & Contact Centre, Whistl

AI/chat solutions aren't right for all demographics and can seriously impact customer satisfaction. In this session Natalie will share:

- How poor digital experiences can cause longer interactions, more contacts and frustration
- Why complex conversations need human nurturing – such as healthcare, high-value product returns
- The importance of understanding the balance between improving efficiency and maintaining customer satisfaction

Table 2: Cut through the clutter with programmatic direct mail

Bridget Petty, Managing Director & Sarah Stott, Head of Sales, JPS Ltd, Adrian Scott, Managing Director, Go Direct Marketing

With an average of 60% of emails going unread it is time to look at alternative ways to reactivate your unengaged customers. Learn how to use real-time data to trigger targeted, timely and personalised direct mail ensuring an increase in customer engagement and conversion, along with fantastic ROI's.

Table 3: The Design Consultation: Your chance to influence Intellectual Property (IP) Law; what it is, why it matters for your brand and how you can get involved Laura Newbold Breen, CEO, ACID (Anti Copying In Design)

The UK Intellectual Property Office (IPO) has launched a major design consultation which will hopefully kickstart design law reform – a vital step to protect designers, creators & makers from copycats. Join Laura as she explains what it is and why this is your chance to shape the future of design protection.

Table 4: Aligning commercial goals with data strategy and seasonality

Yasmina Dorchy, Business Manager & Leighton Cuff, Advisor, Conexance by Choreograph

We will explore how to connect business objectives with a focused data strategy that takes advantage of seasonal trends. We'll share practical examples of aligning marketing activity with customer behaviour patterns, and offer tips on turning insights into timely, results-driven actions. The session will wrap up with an open Q&A to share ideas and experiences.

12.45pm – 1.45pm Lunch & Networking

1.45pm – 2.05pm

Driving digital marketing efficiency in a post-targeting world

Chris Simpson, Entrinsic Consulting & Josh Feltham-King, Digital Acquisition Manager, Oakhouse Foods

What is really producing the results these days? With tightening budgets and greater scrutiny over spend effectiveness, how can we accurately monitor our digital ad versus our organic/paid SEO spend, versus paid social? Where do influencers and affiliate marketing rank these days? How can we recruit more profitable and high potential loyal customers rather than one-time purchasers? What do we need to consider in creating a new digital media plan? Should we be using online marketplaces? Is TikTok worth testing?

2.10pm – 2.30pm

What's the future of working with an agency?

John Readman, Founder & Product Owner, ASK BOSCO® & Eoin Kenneally, Global eCommerce Director, Great Rail Journeys

In this session Eoin and John will discuss:

- **What to in-house first** – starting small and strategic.
- **Balancing in-house vs agency** – finding the right hybrid model.
- **Winning board buy-in** – justifying headcount and long-term value

2.35pm – 3.00pm

Savvy Circles Round 3 – choose from:

Table 1: How to be successful in the US

David Ballard, Managing Director, Ballard Direct

Many D2C UK brands have more than doubled their revenues by marketing into the US.

In this savvy circle, David will cover:

- What UK brands should consider in entering the US market.
- The key factors for developing a successful US profit centre.
- Logistical considerations for selling into the US
- How UK brands can test the US while minimising cost and risk.

Table 2: Trust in Media

Alice Buttlng, Managing Director, Attinger Jack

In this session, Alice will share insights on:

- The relationship between the trust level of the medium and response rates
- The differing trust levels between mediums (TV, print, digital etc)

- What the most trusted mediums are and why. What this means to your media planning and strategy
- The value of trust from your customers and potential buyers
- How to build and maximise trust, word of mouth is priceless.
- The importance of where you are seen first

Table 3: Are my marketing reports accurate?

Jo Young, Managing Director, UniFida

Are you constantly questioning the accuracy of your marketing reports, wondering if you can truly rely on the data that drives your business decisions?

Maybe you aren't sure why Google Ads says one thing, GA4 and meta another, for example. Or you are not convinced that your marketing is really bringing in new customers, rather than ones you already know.

Inaccurate reporting can waste time and lead to budget wastage. Wouldn't it be great to have one version of the truth? This round table discusses the issues and explores how you can gain more confidence in your reporting and make smarter choices with information you can trust.

3.00pm – 3.30pm: Afternoon Tea & Networking

3.30pm – 4.00pm

Turning up the heat

Interview by Chris Turner, Data Focus Consulting with Ben Herridge, Owner, Heat From The Spire

Hear the story behind online business Heat From The Spire, which sells preloved premium clothing and has attracted over 150,000 followers on Tik-Tok & Instagram.

4.05pm – 4.35pm

AI without the Sci-fi: Practical tools you can use today to save time and grow sales

Marilyn Gil, Marketing & AI strategist

In this quickfire session, Marilyn will join us from the USA to share practical tips on the AI tools you can use to increase efficiency and grow sales!

4.35pm – 6.00pm Direct Commerce Awards Presentations & Celebratory Drinks

Agenda correct as of 10th October 2025