

SEMINAR PLANNER



Keynote Session



Technical Focus



Marketing Focus



General Email Issues

08.45am – 09.15am

Email Marketing Basics: A Jargon-Busting Introduction for e-Marketing Newbies (Session Z)

Hosted by Creatormail



DMA Award winners, Creatormail, present a layman's introduction to email marketing, demystifying key email metrics and providing essential advice on the tactics and strategies for driving customer engagement.

9.30am – 10.05am

OPENING KEYNOTE

The Changing Face of Business Communications: Email, Instant Messaging, Social Networks & Beyond...

(Session 1)

Hosted by Richi Jennings, independent analyst and award-winning writer



A fascinating perspective on the emerging technology that will determine the shape of business messaging and organisational behaviour in the future. Independent analyst and award-winning writer, Richi Jennings, discusses the evolution of social networking, wikis and blogging technologies into the corporate messaging / collaboration space - and their likely impact on the way that teams, partners and customers will interact.

10.20am-10.50am**Rules of Email****(Session A)***Hosted by Communicator Corp*

The customer lifecycle: lead acquisition, revenue generation, retention and re-engagement.

Email communications from marketing to transactional messages can have a massive impact on any and all of these stages.

The session will feature case studies from Birmingham Football Club, Ultralase, Co-op, River Island, Adidas, Best Western, Flybe, Transport for London, Malmaison, Ministry of Sound and many more.

Retaining Records for Electronic Communications**(Session B)***Hosted by Research In Motion*

Retain for BlackBerry Enterprise Server lets you reap the productivity of text messaging without sacrificing security and advantage in case of litigation or compliance audit. Hear more about how this solution can help your business to meet the latest compliance standards.

KEYNOTE**Say 'Hello' to the Marketing Democracy****(Session C)***Hosted by Acxiom Ltd.***Don't Battle the Marketing Democracy Revolution – Join It.**

Customers now control the marketing they receive and ignore the rest. Campaigning for their attention requires skilled, direct marketing execution on customer recognition, customer data, personalisation and relevant communication all occurring in real-time. Learn how improvements in database marketing across digital channels is enhancing customer experience, making companies easier to do business with and bringing in more business.

Hitting the Mark – Email Effectiveness in Practice**(Session D)***Hosted by dotMailer*

dotMailer's email marketing benchmark study of 41 major e-retailers' email marketing campaigns has caused waves in the press. Join Tink Taylor as he discusses the report's results, both surprising and revealing, that reveal the practical lessons to be learnt by every e-marketeer.

11.05am-11.35am**Social Networks: The New Frontier for Spam, Viruses & ID Theft****(Session F)***Hosted by Sophos*

While social networks like Facebook, Twitter and LinkedIn offer a heightened sense of community, they are also a playground for criminals trying to steal identities, send spam, and distribute email-borne viruses. Sophos will explore recent attacks and offer advice on how to better secure against these new threats.

From Email to E-CRM**(Session G)***Hosted by Creatormail*

If you use email as part of your acquisition or retention strategy, then you shouldn't miss this session. IDM Diamond & DMA Gold Award winners Creatormail provide case studies of the most sophisticated implementation of email marketing in the UK - showing real life, practical, cutting edge approach to implementing e-tailing strategy which is driving millions in revenue for Travel, Pharmaceutical, Retail and Automotive sectors. This is E-CRM in glorious attention to detail.

Insight into Action – Strategies and Tactics to Achieve Superior Marketing ROI**(Session H)***Hosted by Neolane*

Based on the four key principles of right person, right message, right time and right channel we look at how by understanding customer data through analysis and applying the principles of relevance across multiple channels organisations can easily identify valuable segments in their data. Once identified, engage this "sleeper cell" with highly personalised and relevant offers to significantly increase the ROI.

Email ROI... Return on Insight**(Session I)***Hosted by Database Group Interactive*

Email marketing success combines such factors as business objective planning... KPI-led performance reporting... data quality management... email deliverability... best practice design... and more. To help you avoid the costly pitfalls, DMA Email Marketing Council member Guy Hanson reveals an efficient plan for rapid success through email marketing . . . with insight.

11.55am-12.25pm

Improving the Customers' Journey through the Welcome Programmes

(Session K)

Hosted by Lyris Limited



Welcome programmes are a fantastic and necessary way to engage with your new customers. A well-executed welcome programme allows you to set the right tone for your brand, your content, your professionalism and your ongoing relationship with all customers. Hear how to get the most from yours. . .

KEYNOTE

Enterprise 2.0 & Email = Unstoppable Force Meets Immoveable Object?

(Session 2)

Hosted by Darren Adams, Messaging & Collaboration Executive, North East Europe, IBM



Email isn't going away in a hurry, despite the fact that some people hate it and some people are trying to live without it. What part will email play in the future of collaboration? What are the technical issues that still hamper more integrated approaches? And will the information economy ever give up its dependency on email-based communications?

KEYNOTE

Data Protection & Privacy in the 21st Century

(Session 3)

Hosted by David Evans, Senior Data Protection Practice Manager, Information Commissioner's Office (ICO)



Get the latest news and updates on data protection & privacy, directly from the Information Commissioner's Office (ICO) – including the inside track on forthcoming legislative changes and new initiatives on Social Networking.

KEYNOTE

Measurable Integrated Lead Generation Techniques - the Way Forward

(Session 4)

Hosted by Mardev



Business to Business marketing is in a state of transformation. The pressure to deliver results within the constraints of decimated budgets is a real challenge for most marketing professionals today. Mardev examines the meaning of the buzz words 'Demand Generation' and puts forward the case for the way ahead.

12.40pm-1.10pm**Fast, Simple and Effective Protection for your Business Data: Minimum Downtime:
Maximum Productivity****(Session L)***Hosted by BakBone Software*

Losing access to your critical data means lost time, lost productivity and lost revenue. Few businesses can be without their data – even for just one hour.

Providing continuous, no impact, real-time data backup, BakBone FASTRecover frees your data and network from the time-consuming traditional scheduled backups. It also allows you to restore your data to almost any point in time.

7 Critical Steps to Maximising your ROI from Email Newsletters**(Session M)***Hosted by Newsweaver*

Email newsletters offer one of the highest ROI channels available to marketers. They can help customer retention rates, as well as convert prospective customers. Learn the key strategies to increasing readership and engagement; including the use of micro sites (back pages), compelling content and smart segmentation.

Lead Generation: Is Acquisition the New Retention?**(Session N)***Hosted by Acxiom Ltd.*

With limited resources and in a tough economic climate, marketers can win by bringing offline direct marketing to the online space:

- Move from retention as customers fall away – need for re-acquiring them
- New age of acquiring customers with a fusion of traditional and new acquisition methods
- Marketing approaches need to adapt to cyclical economy

Managing Emails as part of an Integrated Information Management Strategy**(Session O)***Hosted by Opsera*

As organisations struggle with the mass of essential information that is increasingly buried in email form, they need to find ways of integrating this into overall information management strategies – combining email with other documents such as Word, .ppt and Excel – to enable staff to collect, find and share information regardless of the file format, and enable organisations to track how information has been shared for regulatory purposes. This seminar will discuss the issues and offer an approach based on Alfresco's ECM system combined with Opsera's OpsMailmanager software.

1.10pm-2.00pm**LUNCH BREAK & DEMONSTRATIONS IN EXHIBITION AREA****2.00pm-2.30pm****LUNCHTIME KEYNOTE****Email Best Practice in a Post-Email World****(Session 5)***Hosted by Doug Miles, UK Managing Director, AIIM Europe*

AIIM is the Association for Enterprise Content Management (ECM), representing users and suppliers of the tools that capture, store, manage, preserve and deliver content in support of business processes. This special keynote looks at the key trends and developments in email management, monitoring, archiving and e-Discovery, including brand new results from AIIM's 2009 Email Survey.

LUNCHTIME KEYNOTE**Corporate Compliance: The Legal Perspective on Email, Messaging & Social Networking****(Session 6)***Hosted by Craig Cameron, DLA Piper*

Craig Cameron from international law firm, DLA Piper, summarises some of the key aspects of email / messaging compliance and a legal perspective on social / business networking sites, providing valuable advice on best practice and forthcoming legislation.

LUNCHTIME KEYNOTE**Email Marketing in a Multi-Channel World****(Session 7)***Hosted by Skip Fidura, Email Marketing Council, The Direct Marketing Association (DMA)*

In an era of exploding marketing channels and user generated content, marketers can no longer force their message upon the buying public. This session will offer practical advice from the DMA on the latest techniques for integrating email into other marketing channels, including essential advice for improving and optimising your own email programmes.

2.45pm-3.15pm**Unified Communications: A Vision of the future****(Session Q)***Hosted by Microsoft UK*

The Unified Communications concept promises to dramatically increase efficiency and collaboration between people and organisations, by bringing together email, IM, voice, fax and video conferencing. Find out how this integrated vision is moving closer to reality, some of the technical and cultural challenges and the opportunities it presents.

Employee 2.0 - the Truth Behind Social Networking Adoption in the Workplace**(Session R)***Hosted by Mesmo Consultancy*

Recent research papers have reported highly contradictory results in adoption levels of social networking and web 2.0 tools in the workplace. Dr Monica Seeley from Mesmo Consultancy and Inbox/Outbox have joined forces to run the definitive survey and unveil the truth beyond the hype. This session will announce the research results and will provide strategies and practical advice on how to foster and implement a true business Enterprise 2.0 collaborative culture in the office.

Best Practice Email Marketing Seminar**(Session S)***Hosted by CommuniGator Ltd*

We will focus on top tactics for email marketing by demonstrating our own Customer case studies. Showing how Google analytics can be brought into the frame for your email campaigns and how Split testing & dynamic content benefit directly from having Google analytics feeding additional data into your email marketing stats.

From Web Analytics to Customer Analytics**(Session T)***Hosted by Marketing Databasics*

How to build the customer into digital communications – and extract actionable customer insights from web interaction data.

3.30pm-4.00pm**The Carbon Footprint of Spam****(Session U)***Hosted by Richi Jennings, independent analyst and award-winning writer*

With over 60 trillion spam emails in 2008 (generating the CO2 equivalent of more than 3 million cars), junk email is starting to have a significant environmental impact. How can it be stopped? Richi Jennings explores this highly topical issue, using findings from the latest research and his high-profile white paper on the subject.

Increase Conversion through Real Time Monitoring of your Recipients**(Session V)***Hosted by 8Seconds*

Nowadays, consumers receive innumerable messages via different channels. To avoid customer apathy, email marketing needs to evolve to a personalised 1:1 communication focusing on the recipients' preferences. Different methods for testing and new optimisation technology will be explained and evaluated by means of different case studies.

EMC SourceOne Email Management - A Next Generation Email Archiving Solution**(Session W)***Hosted by EMC*

After more than three years of development and testing, EMC has introduced EMC SourceOne Email Management, a completely new architecture and next-generation email archiving product.

This seminar will demonstrate how EMC SourceOne solutions reduce eDiscovery costs by up to 50 percent and mitigate risk with end-to-end integrated solutions that enable identification, preservation, collection, processing, and review for litigation, compliance, and internal/regulatory investigations.

4.15pm-4.45pm**DAY ONE ONLY - INTERACTIVE DEBATE****The Privacy / Security Impact of Enterprise 2.0****(Session 8)***Chaired by Roger Dean, Executive Director, eema / Enisa*

Web 2.0 is all about sharing and openness, but Enterprise 2.0 is less so. Employees can potentially (knowingly or unknowingly) publish information on an external wiki that was meant for internal eyes only. Without security, confidential information may be at risk, but without sharing, Enterprise 2.0 is defunct. This interactive debate will address this major conundrum and provide insight into how organisations can protect their business whilst still taking advantage of the new tools and technologies.

DAY ONE ONLY - INTERACTIVE DEBATE**Are Customers Getting Too Much Email?****(Session 9)***Chaired by the DMA Email Marketing Council*

A DMA Email Marketing Council interactive debate, exploring the effects of recession on email marketing.

As marketers are often pressured into sending more email, some pressing questions occur:

- What will be the impact of this now and in the longer term?
- What is the impact of this on ROI?
- How do you cut through the clutter?
- Is the situation different for B2B?
- Will volumes change again when the economy improves?