



Booking Form

EMAIL MARKETING CONFERENCE

Thursday 14 June 2007
 Radisson Edwardian Marlborough Hotel, 9-13 Bloomsbury Street, London, WC1B 3QD

Events

Five easy ways to register

- **Phone Bookings:** Direct to Hannah Lang at DMA (UK) Ltd. Tel: 020 7291 3344
- **Fax Bookings:** Direct to Hannah Lang at DMA (UK) Ltd. Fax: 020 7323 4426
- **Email Bookings:** Email: hannah.lang@dma.org.uk
- **Website Bookings:** Registered users can book online at: www.dma.org.uk/events
 Phone, Fax, Email and Website bookings will be confirmed on receipt of payment
- **Postal Bookings:** Direct to Hannah Lang, The DMA (UK) Ltd, DMA House, 70 Margaret Street, London, W1W 8SS

YES! Please book places for the following people

1 Full Name _____
 Job Title _____
 Email _____

2 Full Name _____
 Job Title _____
 Email _____

3 Full Name _____
 Job Title _____
 Email _____

Contact Name _____
 Company name _____
 Address _____

 Postcode _____
 Tel _____
 Fax _____
 Email _____
 Website _____

For further attendees please photocopy this page

Cost per person

Please tick box.

I am a **DMA member** and would like to attend the conference: £250.00 +VAT (£293.75)

I am **not a DMA member** and would like to attend the conference: £325.00 +VAT (£381.88)

Please indicate which Breakout Session you wish to attend
 (A) B2B (B) Creativity

My total registration fee is £ _____ +VAT = £ _____

Please tick a box showing how you wish to pay:

I enclose a cheque for the above sum. Please make payable to the DMA (UK) Ltd. If payment is sent separately, please mark clearly with the name of the delegates and conference.

I wish to pay by credit card.

Credit Card details

Card (Visa, Mastercard, American Express) _____
 Card Number _____
 Expiry Date _____
 Name on Card _____
 Card Statement Address _____

 Postcode _____

Booking Conditions: A confirmation letter and VAT receipt will be sent to you as acknowledgement of your booking. Payment must be tendered when submitting your booking form. If payment is not received, delegates will be asked to guarantee payment at registration with a personal credit card. Your fee includes documentation and refreshments. If you are unable to attend, cancellations must be made in writing and received by the DMA no later than 10 working days before the date of the event – all bookings are binding thereafter. A substitute delegate is always welcome. It may be necessary for reasons beyond the control of the organisers to alter the content, timing or venue. The DMA will not accept liability for any transport disruption or individual transport delays and in such circumstances the normal cancellation restrictions apply.

Please tick the appropriate box if you do not want to receive DMA information on events, promotions and offers.

Attendee 1 Attendee 2 Attendee 3
 Contact

Please tick the appropriate box if you do not want the DMA to pass your details to selected organisations, so they can contact you with their information and offers. We will not pass your email address to other organisations for marketing purposes.

Attendee 1 Attendee 2 Attendee 3
 Contact

Attendees' names, job titles and company name will be added to a delegate list for circulation. Please tick the appropriate box if you do not want your details to be added to this list.

Attendee 1 Attendee 2 Attendee 3

VAT Registration no: 563 0333 67

NO BOOKING WILL BE CONFIRMED UNTIL PAYMENT IS RECEIVED

Direct Marketing Association, DMA House, 70 Margaret Street, London. W1W 8SS
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EMAIL MARKETING CONFERENCE

Hear the Latest Developments in Email Marketing Best Practice to Ensure Sophisticated, Cutting Edge Campaigns.

Leading industry experts will provide key insights into the latest thinking on:

- the **future** of email marketing
- **legal** and other regulatory requirements
- **collecting** and managing data
- **deliverability** tactics
- metrics for **measurement** and reporting



Speakers Include:

- Deborah Womack, ECRM Senior Manager, **Sony Europe**
- Jeanniey Mullen, Senior Director, Email Marketing 2.0, **OgilvyOne Worldwide**
- Rupert Harrison, NGN Data Planner, **News International**
- Ted Wham, Senior Vice President **Epsilon International**
- Fedelma Good, Member, **DMA Data Council** and Marketing Privacy Manager, **Barclays Group**

To Book: Call 020 7291 3344 or complete the booking form on the back of this brochure



Events

EMAIL MARKETING CONFERENCE

One Day Conference
Thursday 14 June 2007
Raddisson Edwardian Marlborough,
London W1

The DMA's Best Practice Guidelines seek to raise the standard of email marketing and are relevant to everyone who uses the medium. This one day conference will highlight key findings of the guidelines and provide you with a checklist to good, sophisticated and effective email marketing.

Members of the DMA Email Council and leading industry experts will provide key insights into the latest thinking on...

- legal and other regulatory requirements
- collecting and managing data
- deliverability tactics
- metrics for measurement and reporting
- transferring data outside the EEA and emails received outside the UK

...so that you can stay one step ahead.

You will also be inspired by:

- innovative thinking in email content and creativity
- effective multi channel and integration strategies
- hints and tips for a successful campaign

All this, plus future market insight and unmissable networking opportunities.

Conference Agenda

9.00 Registration & Coffee

9.20 Chairman's Opening Remarks



The latest facts and figures on email marketing as part of the overall marketing landscape.
Jonathan Burston, Member, **DMA Email Marketing Council** & Sales Director, CMG, **CACI**

9.30 Email 2.0: The Future of Email Marketing



KEYNOTE

- The affects of channel convergence and the ubiquity of the email address
- The rise in sophisticated email marketing and key points that can be learnt from the best campaigns
- How you can leverage these changes now to get ahead of the curve

Jeannie Mullen, Senior Director, Email Marketing 2.0, **OgilvyOne Worldwide**

10.00 DMA Best Practice Guidelines: How they Can Help You



- The purpose of the Guidelines and how they have been produced
- Why the Guidelines are so useful and relevant in today's market
- How the Guidelines can help email marketers to achieve the higher goal of "Best Practice"

Rupert Harrison, Chair, Best Practice Hub, **DMA Email Council** & NGN Data Planner, **News International**

10.20 Collecting & Managing Data Effectively



- Understand what you need to know about the lifecycle of effective data management, looking at:
- How to collect quality data
 - The legalities of renting lists and host mailings
 - How to ensure good data hygiene

Fedelma Good, Member, **DMA Data Council** and Marketing Privacy Manager, **Barclays Group**

10.50 Questions & Coffee

11.20 Sophisticated Solutions for Common Deliverability Problems



- The new era of deliverability: how both individuals and corporates control delivery
 - The latest advice on how to ensure your email reaches its intended recipient and doesn't get lost in ISP blocking/filtering and ISP user settings
 - Renderability - is it more important than delivery?
 - Outlook 2007: Its Effect on the email channel
- Skip Fidura, Vice Chair, DMA Council & Email Partner, **Ogilvy One Worldwide**

11.50 International Campaigns: How to Stay Compliant



- Essential legislation that you need to be aware of when transferring data outside the European Economic Area (EEA) countries
 - The difference in legislation where emails are received outside the UK
- Zina Manda, Sales Director, **Mardev** & Chair, **FEDMA List Council**

SONY CASE STUDY

12.20 Content & Creativity: The Science & Art of Email Marketing



- Gain insight into the latest developments in email creative and how to mix this with unrivalled content for maximum effect



Chris Combemale, Chair, DMA Email Marketing Council & Chief Operating Officer, **Email Vision S.A**
Deborah Womack, ECRM Senior Manager, **Sony Europe**

12.50 Questions & Lunch

14.00 BREAKOUT SESSIONS

(A) B2B MASTERCLASS



- How B2B email marketing is different to B2C
 - Key tips for quality B2B email marketing
 - B2B email marketing case studies
- Ed Weatherall, Managing Director, **Concep**

(B) CREATIVITY MASTERCLASS



- What sort of email creative produces results?
 - Examples of award winning and highly effective campaigns
 - What sorts of campaigns will benefit from good creativity?
 - How to manage a creative campaign
 - How to build creativity into your strategy
- Oli Christie, Creative Director, **Inbox Digital**

14.40 Questions & Afternoon Tea

15.00 Integration & Maximising the Effectiveness of Multi Channel Activity



- How email can work effectively as part of a multi channel campaign
 - How email, when used successfully, can 'glue together' other channels in the campaign
- Steve Kemish, Strategic Consultant, **Adestra**

15.30 Campaign Analysis, Measurement & Reporting Strategies



- Measuring the email marketing channel's effect on profitability and, more importantly, interpreting the results to optimise the channel
- Ted Wham, Senior Vice President, **Epsilon International**

16.00 Close of Event