



DIGITAL IMPACT Conference 2014

London - 17th September 2014

#digitalimpact2014

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the search conversion experts

emarsys
THE CUSTOMER ENGAGEMENT COMPANY

Welcome!

Our Partners

Programme

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Content Marketing Panel Speakers

Breakout Workshop Speakers

Media Partners

About Smart Insights

Welcome!

WiFi pass: cav12345

#digitalimpact2014

Thank you for joining us at Digital Impact 2014!

I'm delighted that you're able to attend the first ever Smart Insights conference. I'm looking forward to a practical, interactive day of sharing ideas to help you boost the impact of your digital marketing. Please get involved by sharing your highlights of the talks via hashtag #digitalimpact2014 on Twitter or the social network of your choice.

We have a packed programme of talks from our expert speakers. In putting together the programme, I was keen that our speakers would share deep, real-world insight and experience. I'm really grateful to all the speakers for offering to talk and share the details that matter in digital!

I'd also like to thank all of our partners for their sponsorship and preparation for the workshops, please check out the latest innovations via their stands during the breaks.

We hope you have a great day.

Dave Chaffey, CEO Smart Insights

Our Partners

HEADLINE PARTNER

EPISERVER

EPiServer connects ecommerce and digital marketing to help business create unique customer experiences which generates business results. EPiServer's platform combines content, e-commerce and multi-channel marketing capabilities to work full-circle for businesses online, from intelligent optimization, lead-generation through to conversion and repeat business. Sitting at the centre of the digital marketing ecosystem, EPiServer empowers online and IT professionals to create superior customer experience for more than 20,000 websites worldwide.

Built on .NET, and supported by a pioneering partner network of over 690 partners in over 30 countries, EPiServer's platform gives customers the ability to deliver the right content to the right person in the right format at a time that suits them. This approach means customers can maximize their investment in digital marketing and increase ROI. The company was founded in 1994 and has offices in the United States, Sweden, Denmark, Norway, Finland, The Netherlands, South Africa, Australia, Spain, UAE and the United Kingdom.

www.episerver.com

RedEye

Our Marketing Automation, Email Marketing and User Experience services are designed to help clients increase conversion, revenue and ROI.

www.redeye.com

dotMailer®

Simple and fast, powerful and sophisticated - the email marketing automation platform that transforms your vision into reality.

www.dotmailer.com

Our Partners



Improving results together

Pure360 is an email & SMS marketing provider who specialise in helping businesses get the best results from their campaigns. Pure360 work with over 1000 organisations including brands such as Rightmove, Virgin and Innocent.

www.pure360.com



ClickThrough Marketing has expertise in helping many clients maximise their potential from Paid Search, SEO, Content Marketing, Web Design & Conversion Optimisation. ClickThrough brings together a deep understanding of digital marketing to increase search engine rankings, boost conversions and revolutionise our client's online presence.

www.clickthrough-marketing.com



SLI Systems enables the world's leading e-commerce retailers to accelerate sales by connecting shoppers with the products they're most likely to buy with offerings that include site search, navigation, merchandising, mobile, product recommendations and user-generated SEO.

www.sli-systems.co.uk



Emarsys is a cloud-based software company who service over 1200 customers with 400 employees across 13 global offices. Emarsys deliver superior customer engagement and return on investment for its clients, the majority being retail and ecommerce-focused. The Emarsys eMarketing Suite offers an integrated, complete and actionable solution to maximize your customer engagement and revenue.

www.emarsys.com



Sticky Content, a Press Association company, specialises in planning and writing high-quality, user-friendly digital content for some of the world's best-loved brands.

www.stickycontent.com

Programme

08:30 - 09:00	Registration and coffee
09:00 - 09:15	Welcome and introduction <i>Dave Chaffey, Author and editor, Smart Insights</i>
09:15 - 09:40	Global impact: From launch to sustainable growth – The Tesco international ecommerce marketing journey <i>Niall Walsh, Head of Group Ecommerce Marketing, Tesco</i>
09:40 - 10:05	Transformation impact: Creating a plan for digital transformation <i>Chris Ketley, digital transformation and online business development specialist previously at Aviva, HSBC Commercial Banking, Bupa Healthcare and currently at EDF Energy</i>
10:05 - 10:30	Search and content impact: How BT delivers content that integrates SEO with brand development <i>John Pannell, Senior Online Marketing Manager, BT Global Services</i>
10:30 - 10:55	Paid media impact: Managing the complexities of Paid Search Optimisation <i>Amy Bott, Paid Search Manager, Phones 4u</i>
10:55 - 11:20	Coffee Break and networking
11:20 - 11:45	Experience impact <i>Bob Egner, VP of Product Manager EPIserver</i>
11:45 - 12:10	Mobile impact: How Domino's are using Mobile to drive competitive advantage <i>Nick Dutch, Dominos and Mark Holden, Arena Media UK</i>

- 12:10 - 12:35** **Multichannel Email impact: Delivering Email relevance on a global scale through personalisation – a B2B case study**
Harriet Mitchell, Digital Marketing Manager, CRM, RS Components
-
- 12:35 - 13:35** **Buffet lunch and networking**
-
- 13:35 - 14:00** **Conversion Impact: 17 ways to F**k-up your AB Testing**
Craig Sullivan, consultant and CRO specialist at John Lewis, LOVEFILM, Autoglass, Google, Lego and more.
-
- 14:00 - 14:30** **Content marketing impact: Panel discussion**
Discussion panel sponsored by Sticky Content
-
- 14:30 - 15:20** **Breakout workshops 1**
Stream A. E-Commerce
Stream B. Search and content marketing
Stream C. B2B Digital Marketing
-
- 15:20 - 15:45** **Coffee and networking**
-
- 15:45 - 16:35** **Breakout workshops 2**
Stream D. Conversion Rate Optimisation and Analytics
Stream E. Social media marketing
Stream F. Email marketing including CRM and Marketing Automation
-
- 16:35 - 17:00** **Managing Digital Transformation**
Annmarie Hanlon, Digital Marketing Practitioner, Trainer & Author, Evonomie
-
- 17:00 - 17:30** **Future Impact: Radar Screen trends briefing 2015**
Dave Chaffey, Author and Editor, Smart Insights
-
- 17:30 - 18:00** **Drinks and Networking**
Sponsored by emarsys

Speakers



Amy Bott, Paid Search Manager, Phones 4u

Amy Bott is search manager at Phones 4u and is currently studying for the IDM Postgraduate Diploma in Digital Marketing. Prior to this Amy worked agency side at ClickThrough Marketing and TradeDoubler where she was responsible for managing PPC campaigns for clients including Scottish Power, Dunelm, Gap, First Choice & Body Shop. Amy's key focus is delivering excellent results from effective use of paid search. A hands-on marketer, Amy has an enthusiasm for analysing data & forming strategic plans to deliver outstanding ROI.

Dave Chaffey, Author and Editor, Smart Insights

Dr Dave Chaffey is CEO and co-founder of Smart Insights (www.smartinsights.com), an online publisher and consultancy who provide guides, ebooks and training to help businesses succeed online. He is author of 5 bestselling books on e-commerce including Internet Marketing: Strategy, Implementation and Practice which was first published in 2000. Dave has been recognised by the Chartered Institute of Marketing as one of 50 marketing 'gurus' worldwide who have shaped the future of Marketing.



Nick Dutch, Head of Digital at Domino's Pizza Group Limited

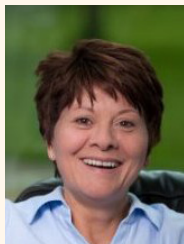
With over 12 years experience in marketing and communications, 8 specifically in digital and management I have an excellent overarching view of the communications landscape and how best it can be manipulated to drive results. I have broad experience in multi channel marketing but I major in digital. I'm an award winning marketing leader experienced at pushing transformational digital thinking into organisations and have a keen interest in answering big questions through the use of data, change theory, mobile & emerging technologies and evaluation.

Bob Egner, VP of Products, EpiServer

Bob is expert at leading marketing and product management activities for software companies. With over 20 years of industry experience, his executive roles have focused on growth through communicating core value, and on creating innovative online marketing programmes and product strategies. Bob joined EpiServer in 2009 to increase visibility for the company in the US market and lead the global product strategy. Recently, he has accomplished similar objectives for companies ranging from startups such as Egress Software and Espial, to larger public companies including Check Point Software Technologies, and Protect Data.



Speakers



Annmarie Hanlon, Digital Marketing Practitioner, Trainer & Author

Annmarie Hanlon is a professionally qualified, digital marketing consultant, author and contributor to Smart Insights. She is managing director of Economie Limited, a dynamic marketing consultancy that specialises in digital marketing strategy and business development of social media. Over the last 20 years she has worked on consultancy projects in the UK, Ireland, Hong Kong and Italy, with clients from sectors including legal and tax services, software, financial services, communications, health, leisure, media and IT.

Chris Ketley, Consultant, Beechgate Consulting

Chris has an extensive experience and a proven track record in transformation marketing and digital leadership across B2C and B2B market segments. He has delivered results for private, public and agency organisations including EDF Energy, PruHealth, the BBC, Bupa UK and HSBC Commercial Banking. After an early career spent in classic brand and product marketing management, Chris switched his focus to lead large-scale digital customer transformation and online business development in digital marketing, eCommerce and online customer engagement across channels, platforms and devices.



Harriet Mitchell, Digital Marketing Manager & CRM, RS Components

Harriet is the CRM Digital Marketing Manager at Electrocomponents, the world's leading distributor of electronic, electrical and industrial components. Harriet is responsible for creating the global strategy for all email marketing communications. Communicating to 1.6 million customers across 27 markets, email automation across the customer lifecycle is key in driving relevancy and engagement. Before joining Electrocomponents, Harriet worked as a marketing manager at Yours Clothing, where she was responsible for all marketing activities.

John Pannell, Senior Online Marketing Manager, BT Global Services

John Pannell is a Senior Online Marketing Manager in BT's Global Services division. His responsibilities includes campaign and stakeholder management for key areas of the multi-language website along with lead on web analytics and product SEO. John has many experience in online marketing and product management in the IT and telecoms industry.



Speakers contd.

Craig Sullivan, Optimiser of Everything, Independent Consultant

Craig was recently Director of Optimisation for RUSH Hair, where he looked after optimising visitor behaviour in nice ways for the business and was responsible for a number of technology and testing projects. Craig had previously been with Belron since 2008 (Group company that owns Autoglass), improving the sites for 33 brands in 19 languages around the globe and running a team of optimisers, UX people, SEO specialists and project managers.



Niall Walsh, Head of Group Ecommerce Marketing, Tesco

Niall started his career with Metro Group, working in various marketing jobs and latterly responsible for developing customer proposition and communications strategy, for key customer target segments. He joined Tesco in 2010 to manage web trading and marketing for the Irish online business. In 2011, Niall was asked to head the marketing team responsible for launching grocery home shopping internationally, successfully launching into 8 markets in 30 months.

Content Marketing Panel Speakers

Stephen Bateman, Content Marketing Strategist, Trainer & Author

Stephen is director and co-founder of Wise Up Media (part of GreenWise Business) and Concentric Dots, both specialist content marketing agencies, as well as co-founder and MD of iGlimpse, a leading educational mobile apps publisher. His strengths are in content planning, content creation and content ROI, with specialist knowledge of the sustainable business sector. He is author of the Smart Insights guide to Evaluating Content Marketing ROI.



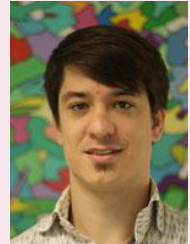
Adam Cranfield, Head of Marketing, Mynewsdesk

Adam Cranfield is head of marketing at Mynewsdesk, the world's leading all-in-one brand newsroom and multimedia PR platform. He has worked in digital communications for 13 years, including agency-side and at the Department for Education, CIMA and Nectar. Adam is the founder of digital community Web Managers Group and digital effectiveness consultancy Form Digital Consulting. At Mynewsdesk, he works with over 30,000 brands as diverse as Volkswagen, Costa Coffee, UNICEF, McDonald's, Allianz, CBRE, Icelandair, Panasonic, IKEA, Statoil, Google, L'Oréal, Coca-Cola and Bury Council.

Content Marketing Panel Speakers

Andrew Davies

Andrew is co-founder of idio (www.idioplatform.com), a content marketing technology company based in London and NYC. idio helps brands treat their customers and prospects better by learning from the content they choose - and acting on that insight.



Ivan Lopez, CEO, Wauwaa

Ivan Lopez is Dad & CEO at Wauwaa.com, a rapidly growing online startup destination that combines e-commerce, content and community for new parents and growing families. Wauwaa is based in London UK and Helsinki Finland. Originally from America, Lopez' career was established in Europe, Asia, the US and South America. He has over 25 years of leadership experience pioneering new services from the first mobile communications products to transforming the digital content industry in Hollywood.

Emily Shelley, Managing Director, Sticky Content

Emily Shelley is a former Press Association journalist and editor turned content marketing professional. Former head of PA's Content For Marketing department and now Managing Director of Sticky Content, she has nearly 17 years of content experience and has overseen content marketing strategies for a range of blue chip clients.



Simon Swan, Digital Marketing Manager

Simon is a digital marketer who has led and built commercial marketing strategies for start-ups and large organisations working in entrepreneurial private sector and public sector environments. His specialisms include digital strategy and branding, content marketing, affiliate marketing, SEO, PPC, email marketing, Social media and digital analytics. He is currently Digital Marketing Manager at the Met Office.

Breakout Workshop Speakers



Skip Fidura, Client Services Director, dotmailer

Prior to becoming Client Services Director for dotmailer and Chairman of the UK DMA Email Marketing Council, Skip worked as Email Partner at OgilvyOne London and Director of European Operations for Acxiom Digital. He was listed by Revolution Magazine as one of the 50 most influential people in new media.

Andrew Furlong, Sales Director, Red Eye International Ltd

A graduate in Law, Andrew Furlong worked at RBI before joining RedEye in 2010. Andrew's focus is on the commercial application of digital marketing. He holds a director role at RedEye and sits on the product board and management team. Andrew is responsible for ensuring RedEye's software and services are used to best effect by all clients through strategic consultancy and guidance on best practice in digital.



Mark Holden, Head of Future, Arena Media UK

Mark works across the agency's client roster, including Domino's, to drive change in the way brands think about and use digital media. Mark works with brands to utilise established and emerging digital opportunities, across platforms, to understand and shape customer use of technology for their benefit. Prior to joining Arena, Mark worked as a communications planner, content development specialist and digital strategist (at Mindshare and PHD), across a diverse mix of clients - most recently Sainsbury's, Warner Bros and Sony Mobile.

Marcus Law, Head of Marketing EMEA, SLI Systems

Marcus completed a BA in Business Management and Marketing at the University of Canterbury in New Zealand in 2007. He began his career in New Zealand as a Marketing Assistant for SLI Systems in 2008. After travelling the world, Marcus reconnected with SLI in 2011 employed as a Customer Success Manager in the London office. In 2012 Marcus was promoted to his current position as SLI System's UK Marketing Manager eCommerce and online customer engagement across channels, platforms and devices.



Breakout Workshop Speakers

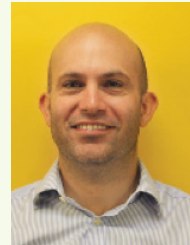


René Power, Agency Principal, Account Lead, Business Development Director at BDB

René works as the digital marketing lead for Barrett Dixon Bell - a leading independent international B2B marketing consultancy. A regular conference speaker, chair and panelist, he is a fully qualified Chartered Marketer and regular contributor to Smart Insights. He authors The Marketing Assassin blog and consults, talks and trains on the deployment of the full marketing mix within trade b2b sectors including packaging, food, science, construction, engineering and professional services.

Phil Robinson, Founder & CEO, ClickThrough

Phil has worked in online marketing since 1998. In 2004, Phil founded ClickThrough - a UK digital & search marketing agency specialising in Search, Content Marketing, Web Build & Conversion Optimisation. Phil has trained 100's of business & individuals and is co-author of the books "Pay Per Click Marketing Strategies" and "Search Engine Optimisation: Best Practice Strategies to Successfully Promote Your Website Online".



Ian Scarr, UK & EMEA Director of Sales, SLI Systems

Ian joined SLI Systems in 2013 having previously held senior sales leadership positions at RedEye, Silverpop, Lyris and Ensignten. He has an entrepreneurial approach to reaching and engaging with audiences today and his lead-by-example approach has generated a successful track record of developing partnerships, solutions and sales growth within all major sectors. Ian is a member and graduate of the IDM with over 12 years' experience in European Online Marketing.

Lucy Wilsdon, Head of Enterprise Sales, Pure360

Lucy is Head of Enterprise Sales at Pure360. Lucy started a career offline and has progressed into email marketing. Having worked with brands like Seatwave, Hearst Magazines and BrandAlley Lucy understands how to drive ROI through the email channel. Oh and she shops an awful lot.



Media Partners

PerformanceIN

PerformanceIN is the global publication for performance marketing news, opinion, research, education and debate. PerformanceIN is also responsible for the Performance Marketing Insights conference & exhibition event series that take place across the UK, Europe and USA.

www.performancein.com



Mixing Digital is a full service agency which helps meet all your event management, digital marketing events, communications, networking, brand building and news-in-brief needs. The team consists of six renowned specialists with over 20 years' experience in events communications.

www.mixingdigital.co.uk



The Web Managers Group began in 2009 on LinkedIn as a way for people involved in creating and running websites, mobile sites and apps to connect and share ideas and knowledge. With over 8,000 members, the group is now the largest group for web managers in the world.

www.webmanagersgroup.com



The Institute of Direct and Digital Marketing is the UK's only government-approved Institute for the professional development of direct and digital marketers, offering a broad range of practitioner-taught training courses and ten internationally recognised professional marketing qualifications.

www.theidm.com



Chinwag connects digital businesses and people. Chinwag runs Social Media Week London (500+ events, 45,000 delegates so far) and curates many other networking nights and conferences including the UK's first Facebook Marketing conference and Psych.

www.chinwag.com

About Smart Insights



Our passion is helping marketers and businesses get more from integrated digital marketing – to make the most of the great opportunities and avoid wasting time and money.

We share high quality Actionable Marketing Advice to helping our members develop their business and personal marketing skills using our planning templates, ebooks and online training courses. We believe that a structured, planned approach to improve digital marketing based on analytics and insight gives far better results than a less structured approach.

Our actionable library of marketing advice for Expert members, created by 25 plus digital marketing specialists and edited by bestselling digital marketing author Dr Dave Chaffey is focused on helping business owners, marketers and digital marketing specialists improve the commercial results from using digital marketing for their company or their clients.

Our 2010 Digital Marketing Manifesto rebooted!

1. Digital marketing is Marketing.
2. All businesses need an integrated digital marketing strategy.
3. A roadmap for long-term Digital Transformation is essential for survival.
4. Optimisation and Insight are the foundation of growth.
5. Engagement to drive ROI is the biggest challenge.
6. Achieving ROI through incremental digital Reach and engagement is the biggest challenge.
7. Inbound marketing trumps outbound marketing.
8. Think Global, Act Local.
9. A multichannel customer-centred experience programme supports brand satisfaction and advocacy.
10. Keep communications human, develop your brand personality.



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CREATED BY
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