SEMINAR PLANNER

🔍 **Keynote Session**

💬 **Marketing Focus**

➡️ **General Email Issues**

⚙️ **Technical Focus**

9.00am-9.30am

💬 **Email Marketing Primer: Getting to Grips with Email Marketing Systems (Session Z)**

In association with CommuniGator

If you are new to e-marketing and need to get to grips with the lingo, then this special primer session will provide a valuable introduction to the basic techniques and terminology behind most email marketing systems – courtesy of digital marketing specialist, CommuniGator.

9.30am-10.05am

🔍➡️ **The Big Picture: Putting Email in Context (Session 1)**

Hosted by Nate Elliott, Senior Analyst, JupiterResearch

Nate Elliott from renowned industry analysts, JupiterResearch, presents a comprehensive overview of the global trends that are shaping email activity, organisational attitudes and individual behaviour – including some thought-provoking predictions of the shape of things to come.

10.20am-10.50am

🔍➡️ **What Could You Do With An Extra 60 Minutes? (Session 2)**

Hosted by O2 and BlackBerry

When you're working out of the office, you sometimes wish you could take your work with you, that way you wouldn't have a stack of emails waiting for you when you got back from every business trip. Dealing with them is a time consuming task - and one you can often deal with in the spare minutes while you are away. In this session we will discuss how your business can benefit from increased productivity through the efficiencies of mobile working.

💬 **Email Data Strategy. What's that all about? (Session A)**

Hosted by CreatorMail

If you use email as part of your customer acquisition or retention strategy, then you shouldn't miss this session. Email Accuracy, Relevancy and Quality is essential. This seminar will provide you with hints, tips, and operational techniques that are helping to drive millions in revenue for Travel, Pharmaceutical, Retail and Automotive sectors.

⚙️ **Today's Email and Web Attacks: How to Protect Your Business (Session B)**

Hosted by Webroot

Businesses are increasingly under attack from progressively sophisticated forms of spam, phishing and malware. Protecting your business is essential, but often costly and complex. Webroot explains why attacks are increasing, new emerging threats and how in a simple, secure, cost effective way you can protect users from all these threats.

Show Me the Money: A 30 Minute MBA in Email Marketing
(Session C)
Hosted by Responsys
In this session, Responsys VP & GM John Nugent reveals a simple 3-step process to maximising email marketing success:
1. Creating the business case
2. Defining the team
3. Optimising message relevance

Get it right and your revenue, data acquisition and brand impact will go through the roof. Get it wrong and you could burn your customer database within months.

Introducing the Four Key Challenges of Email Management
(Session N)
Hosted by Iron Mountain Digital
Our research shows that the most critical email management issues are performance, disaster recovery, compliance, and e-discovery. This session will outline all of these issues and focus on the imperative of continuity. We will outline the simple steps that all organisations can take to minimise disruption from email down-time.

11.05am-11.35am

Have You Got Anything Without Spam?
(Session 3)
Hosted by James Hoddinott, Manager - Network Abuse Team, Thus /Demon Internet
How a Monty Python sketch lent itself to a global micro-industry and the continuing battle between good and evil. Get a valuable insight into the work that the ISP community is doing to increase email security and reduce malicious activity.

Measurable Integrated Marketing - The Way Forward
(Session E)
Hosted by Zina Manda, Managing Director, 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 new way ahead.

Optimising your Email Infrastructure
(Session F)
Hosted by GFT inboxx GmbH
This seminar describes the potential savings in email infrastructure and email management costs by introducing the inboxx e-mail archiving system. Using GFT inboxx's unique E-Mail Optimisation Check, concrete examples of savings are shown.

Defining your ESP's Limitations: Is it the right time to move on?
(Session G)
Hosted by Neolane
Neolane will explore how you can take control of your marketing activities to result in more effective campaign management. Hear how Confetti, the UK's leading provider of wedding services, has created a single customer view and executed targeted campaigns - doubling the average lifetime value of their customer.

Communications Beyond the Inbox: How to Take Back Control!
(Session H)
Hosted by FaceTime Communications
Our communications world is moving beyond the inbox from Yahoo to Skype to FaceBook and beyond… Take back control with our easy 10 steps, where you'll learn how to:
- ☑ Understand the real time communications landscape
- ☑ Recognise how real time communications applications work
- ☑ Find out what's going on in your network
- ☑ Enable your users to use these tools effectively and safely!

11.55am-12.25pm

Listen Up: Next Generation e-Marketing
(Session 4)
Hosted by Rebecca Jennings, Principal Analyst, Forrester
As the global economy becomes increasingly unpredictable, listening to your customers will become more important than ever. Electronic mechanisms provide the perfect tool for establishing a genuine two-way dialogue - but which technologies and techniques will really shape customer interaction in the future?

The Weakest Link: Identifying & Protecting Points of Vulnerability
(Session I)
Hosted by Petko D. Petkov (PDP), GNUCITIZEN
Professional hacker, Petko D. Petkov (PDP) is the founder and leading member of the GNUCITIZEN cutting-edge thinktank. As a widely recognized information security researcher, penetration tester, published author and editor-in-chief of Hakiri (the Hackers' Lifestyle web magazine), PDP will focus on Instant Messaging and the vulnerabilities within PDF & DOC files used in e-mail based attacks.

Next Generation Email Archiving: Cut costs, protect your data & optimise efficiency
(Session J)
Hosted by Double-Take Software & Mimosa Systems
Find out how to meet the demands of ever-increasing volumes of email and the challenges it presents including: storage and retrieval, data protection, compliance and disaster recovery. Take control of this vital part of your organisation's information assets and business-critical data, and if your Exchange server goes down, be confident of how to capture and quickly restore all your Exchange data to ensure optimum efficiency and productivity.

Mobilisation- How Can It Work For My Business?
(Session K)
Hosted by Berkley IT, O2 and BlackBerry
Find out how today's businesses are getting the edge through BlackBerry Solutions. In this session we will take you through some case study examples to show how other companies have embraced mobile technology in their bid to get ahead of their competition. This is your chance to hear from the experts, and discuss latest developments.

Protecting Data for those that Protect:
Secure Email is a Key Part of Consumer Direct (Office of Fair Trading)
(Session L)
Hosted by CertifiedMail
Consumer Direct is the department in the UK Office of Fair Trading that provides advice to consumers, concerning unfair practices. Since 2004, they have used CertifiedMail as their online mechanism to securely communicate between consumers, the department, and the almost 200 Trading Standards Partners who then take action. Delivering thousands of messages per day, it is an essential part of the day-to-day operations.

Come and hear Graham Goldstraw, IT Support Manager for Consumer Direct share his experiences using CertifiedMail.

12.40pm-1.10pm

Inside Track: Latest Developments in Data Protection & Privacy
(Session 5)
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, so you can be prepared for new developments on the horizon.

Email Marketing is for Everyone…. Even Accountants!
(Session M)
Hosted by CommuniGator Ltd
Hear about the business benefits that customer Taylor Cocks Chartered Accountants have experienced since implementing email marketing as an integrated element of their overall marketing strategy. Save time and costs by using email marketing instead of DM, deliver content that your audience wants and how to create retention campaigns that work.

Securing Your Business Critical Communications
(Session D)
Hosted by Websense
Today's risk landscape has evolved to include more frequent and sophisticated threats to business critical communications. Combating these threats requires a new approach to security. Join Ross Paul, Sr. Director of Product Management for Websense, as he discusses a bold new approach to proactively safeguarding your enterprise communications.

Back to The 3 "R"s - Relevance & Recognition Requirements
(Session O)
Hosted by Database Group
The definition of spam has broadened to include any email message that your recipient no longer wishes to receive. It's vital that your subscribers remember why they are getting your emails, and that they see value in receiving them. This presentation will identify tools and strategies to maximise these requirements.

A Business Risk Approach to Continuous Email Availability
(Session P)
Hosted by Neverfail
Learn why a continuous availability solution for email that requires no user intervention is essential and why you need an email continuity strategy that looks at business risk in the context of total cost of ownership, scope of protection, recovery requirements and operational capability.

1.10pm-2.00pm

LUNCH BREAK & DEMONSTRATIONS IN EXHIBITION AREA

2.00pm-2.30pm

**Lunchtime Keynote: Email in a Web 2.0 World
(Session 6) DAY ONE**
Presented by Skip Fidura, Email Partner, OgilvyOne
Hosted by The Direct Marketing Association (DMA)
Skip Fidura from OgilvyOne and the DMA's Email Marketing Council showcases best practice in e-marketing and provides practical advice for maximising the effectiveness of your email campaigns.

Lunchtime Keynote: Subscriber Focused Email - Marketing To People Not Lists (Session 6) DAY TWO
Presented by Dela Quist, CEO, Alchemy Worx & Kath Pay, Managing Director, Ezemail
Hosted by The Direct Marketing Association (DMA)
Email is evolving. The old mass mail methods don't apply anymore. Today's subscriber is savvy - they know what they want...and it's up to us as marketers to deliver what they want, when they want. We'll discuss the many benefits of focusing on the subscriber as well as show you how to best utilise customer focused reports which will enable you to create unique and powerful subscriber experiences.

Lunchtime Keynote: Defeating the Hacker: Both Sides of the Security Fence (Session 7)
Presented by Robert Schifreen, ex-Hacker, Journalist & Author
As the first person in the world to face a jury trial in connection with computer hacking, reformed hacker Robert Schifreen has a unique perspective on e-security. This fascinating session gives an 'insider' view on emerging threats within the email and messaging space, from the man who once gained unauthorised access to BT's Prestel service and explored Prince Philip's personal mailbox!

2.45pm-3.15pm

**Email Compliance: Keeping on the Right Side of the Law
(Session 8)**
Hosted by Cameron Craig, Partner, Information Law Team, DLA Piper
International law firm, DLA Piper present a concise overview of the latest legislation relating to the internal management of electronic communications, including email archiving, e-Discovery and corporate compliance issues.

**Improving Pan-European Resilience in Service Providers Networks
(Session Q)**
Hosted by Panagiotis Saragiotis, European Network & Info Security Agency (ENISA)
Hear how the European Union's specialist agency, ENISA, is working to improve the availability, scalability, integrity and continuity of public communication networks - to support the converging (connected or integrated) environment of fixed, mobile and IP infrastructures.

**Email Newsletters that Grab Attention and Build Loyalty
(Session R)**
Hosted by Newsweaver
Email newsletters can grab attention, build loyalty and overtime improve long term customer value. Learn the key steps to creating a successful email newsletter, including: developing quality content, the best format to chose, presentation and layout tips, how to grow your email list and how to track and analysis performance.

Implement Compliant Email Management by Closely Linking Email Security and Archiving (Session S)
Hosted by GROUP Technologies
Email is the lifeline of your organisation. With security risks and legal requirements increasing, the centralised management of your email communication becomes more and more important. In this session you will learn how to combine the essential features of email security and email archiving in a centralised process.

3.30pm-4.00pm

How Green is Your Email?
(Session 9) DAY ONE ONLY

Hosted by Dr Monica Seeley, Founder & Managing Partner, Mesmo Consultancy

"Think before you print" email policies have been adopted by many companies to encourage recipients to care about the environment. But is email helping or hampering the green business movement? Dr Monica Seeley explores this controversial issue and identifies ways in which better email etiquette could really make a difference to both the environment and the workplace.

New Multi-Layer Anti-Spam Technologies
(Session U)

Hosted by IceWarp United Kingdom

The future of Anti-Spam technologies lies in a combination of passive content based protection and a pro-active decentralized Anti-Spam network that is able to recognise and prevent the threat before it enters your company network.

Building Personalised Email Campaigns that Treat Contacts as Individuals
(Session V)

Hosted by Etelligent Email Marketing

This presentation will explore how personalising email marketing messages improves their effectiveness by addressing your contacts as individuals. Find out how campaigns can be pre-programmed using action triggers to deliver personalised messages, and how you can use reporting data to profile contacts, and automatically record preferences.

The Building Blocks Of Your Online Reputation: Deliverability and Message Rendering
(Session W)

Hosted by Alterian

Navigating your online journey – from ISP to your client's inbox – can be difficult in today's complex online marketing landscape. Email delivery is no longer an isolated
practice consisting solely of your "black book" of ISP contacts. To ensure the most positive customer experience with your email communications you must deploy a multi-faceted strategy that focuses on delivery, rendering and your online reputation.

4.00pm-4.30pm

DAY ONE ONLY
Closing Session: Spam Wars IV: A New Hope
(Session Y)

Chaired by Roger Dean, Executive Director, eema

A lively panel discussion and interactive debate exploring the growth of alternative messaging technologies such as IM and social networks and their impact on privacy, spam and network security. With contributions from Spamhaus, eema, members of the audience and other keynote speakers from throughout the day.