



Booking Form Profiting from data in B2B marketing

9am-5pm, Tuesday 25 November 2008

Radisson Edwardian Kenilworth Hotel, 97 Great Russell Street, London WC1B 3LB

Four easy ways to register:

Phone: Hannah Lang at DMA (UK). Tel: 020 7291 3344

Fax: Hannah Lang at DMA (UK). Fax: 020 7323 4426

Email: hannah.lang@dma.org.uk

Phone, Fax and Email bookings will be confirmed on receipt of payment

Post: Hannah Lang, DMA (UK) Ltd, DMA House, 70 Margaret Street, London, W1W 8SS

Please book places for the following people:

Full Name _____

Job Title _____

Full Name _____

Job Title _____

Full Name _____

Job Title _____

Contact Name _____

Company Name _____

Address _____

Postcode _____

Tel _____

Fax _____

Email _____

Website _____

For further attendees please photocopy this form

VAT Registration no: 563 0333 67

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NO BOOKING WILL BE CONFIRMED UNTIL PAYMENT IS RECEIVED

Cost Per Person

Enter number of each type

- DMA members:**
- Standard: £225.00 + VAT (£264.38)
- Charity: £191.25 + VAT (£224.72)

- Non members:**
- Standard: £275.00 + VAT (£323.13)
- Charity: £233.75 + VAT (£274.66)

Total registration fee including VAT =

Please choose a method of payment:

- Cheque: make payable to The DMA (UK) Ltd
(If payment is sent separately, please mark clearly with the names of the delegates and conference.)
- Credit card: give details below

Visa / Mastercard / American Express (select one) _____

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



KNOWLEDGE & NETWORKING CENTRE

Profiting from data in B2B marketing

Delivering the right message to the right person at the right time

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- Identify your best prospects through intelligent data analysis and sourcing.
- Guarantee your return on data investment.
- Learn how to maximise the impact of your data.
- Become the expert for successful data acquisition and application.



Supported by **EQUIFAX**

Profiting from data in B2B marketing

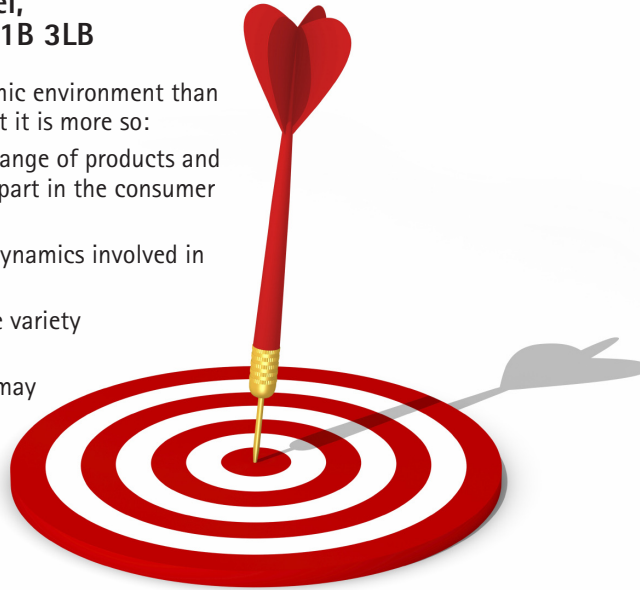
Delivering the right message to the right person at the right time

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The B2B space is no less a complex and dynamic environment than the B2C space. Indeed, many would argue that it is more so:

- There is the additional diversity of a huge range of products and services being traded that have no counterpart in the consumer world.
- There are often political and institutional dynamics involved in business decision-making.
- Many contacts are often involved in a wide variety of roles.
- Those contacts are still human beings but may react differently and unpredictably in a business environment.
- There are fewer socio-demographic or geodemographic tools available to the B2B marketer.



Agenda

09:00 Registration and coffee

09:30 Introduction by the chair

- Why is data so important and what effect does it have on your campaigns?
 - Why B2B marketing and B2B data are different.
 - The UK business landscape: How many business entities exist, how are they split by size and sector and why are there so many different estimates?
- Gary Kemp, Manager Director, Connection2**

10:00 Data sources and types

- Learn about the supply chain: owners, managers, consolidators, brokers and others.
 - Find out where B2B data comes from and what the advantages and disadvantages of each type are.
 - Understand about specialist lists and suppliers and how they work for you.
 - Explore data quality: what is 'quality' data, how we define it and what to look for from a data supplier?
- Richard Gibson, Commercial Director, RSA Direct**

10:30 Staying 'data driven' despite the misery of the 'credit crunch'!

- Make the most of your marketing budget by capitalising on your marketing data.
 - Build and operate the right marketing database to execute winning B2B strategies.
 - Learn to focus on quality to ensure every record counts.
 - Find new ways to measure return on investment.
- Kathy Hunter, Vice President – Global Data Solutions, Harte-Hanks**

11:15 Refreshments and networking

11:30 Data protection and compliance best practice in B2B

- Assessment and implementation of security and data management.
 - Identify the European Directive on Privacy and Electronic communications through email, opt in/out and telemarketing in the UK and throughout Europe.
- Zina Manda, Director, Mardev**

12:15 Case study one: Multi channel marketing and data

- How to find a profitable path through multi channel marketing using data to build the model.
- Iain Lovatt, Managing Director, Blue Sheep**

13:00 Networking and buffet lunch

14:00 Building and maintaining B2B data

- Find out how to build a list from source data.
 - Learn about data enhancement and appending via filematching.
 - Understand how to maintain B2B data by planned capture and utilisation and goneaway and bounceback processing.
- Alex Helbig, Client Services Director, Connection2**

14:30 Data conditioning: making data fit for purpose

- How to successfully merge and purge.
 - Assess different condition tools and techniques.
 - The rationale for personalisation.
 - Optimise filematching and data enhancement.
- Anne McCaffrey, Account Director, id Data Management**

15:00 Refreshments and networking

15:15 Developing a B2B market segmentation strategy.

- Understand and develop segmentation types for your business.
 - Evaluate the analytical tools and techniques available and how to use them.
 - Using transactional analysis to develop your business.
- Tim Drye, Managing Director, DataTalk**

16:00 "Less stick more carrot" Reaping the rewards of great data

- Two real life case studies showing what you can do with great data**
- How to send the right message, to the right person, at the right time and via the right channel
 - The rewards – increased response rates, exciting direct marketing campaigns and improved job satisfaction
- Chris James, Client Services Director, Lorien Unique**

16:45 End of day