

## Digital Marketing Trends for 2018

14th December | 09:00 - 15:00

Morrison & Foerster LLP



09:00 - 09:10	<b>Welcome/Introduction</b>
09:10 - 09:30	<b>Icebreaker Activity</b>
09:30 - 09:45	<b>Digital Tech Insights &amp; Predictions with Morrison &amp; Foerster</b> Alistair Maughan, Managing Partner & Technology Lead Partner, Morrison & Foerster LLP
09:45 - 10:00	<b>How to Put Your Customers at the Heart of Your Business</b> John Moore, Director of the Bupa Customer Lab, Bupa
10:00 - 10:15	<b>Member Audience Q&amp;A</b> John Moore, Director of the Bupa Customer Lab, Bupa
10:15 - 10:35	<b>Networking Coffee Break</b>
10:35 - 10:50	<b>Digital Marketing Insights &amp; Predictions with Thomson Reuters</b> Panel discussion with Gareth Tuppenney Director of Web Marketing, Thomson Reuters
10:50 - 11:05	<b>Member Audience Q&amp;A</b> Gareth Tuppenney, Director of Web Marketing, Thomson Reuters
11:05 - 11:30	<b>Member Breakout Discussion</b> Based on the views & insights we've collected so far this morning, what are some of the key developments you need to be prioritising in 2018 to improve your online customer experience?
11:30 - 11:50	<b>How Can We Create More Intelligent Customer Journeys in 2018?</b> Panel discussion with Henry Eccles Head of UK Commerce, Global Partnerships EMEA, Google
11:50 - 12:10	<b>Member Audience Q&amp;A</b> Henry Eccles, Head of UK Commerce, Global Partnerships EMEA Google
12:10 - 12:15	<b>Morning Summary   Introduction to Afternoon Workshop</b>
12:15 - 13:15	<b>Networking Lunch</b>
13:15 - 14:00	<b>Digital New Year's Resolution Workshop</b>
14:00 - 15:00	<b>Closing Summary   Christmas Networking Drinks</b>