



9:30 – 10:00

Registration & Pastries

10:00 - 10:15

Welcome & Introductions

Opening remarks from the BlueVenn team.

10:15 - 10:45

BlueVenn NOW

With quarterly updates it can sometimes be difficult to keep abreast of all the changes and updates. This session will review of all the features, functionality and updates for your BlueVenn technology from 2018.

10:45 - 11:15

VictoriaPlum.com: The fundamentals of a data-driven, customer centric transformation

One of our newest clients, VictoriaPlum.com will discuss how BlueVenn and a Single Customer View are helping to enable their data-driven transformation strategy.

11:15 - 11:45

30 Minute Break & Refreshments

11:45- 12:15

Round Tables: Peer Advisory Session

One of the most popular sessions from last year is back. We'll be splitting the room into roundtables and discussing everything from Brexit and GDPR to personalisation tactics, emerging technologies and marketing transformation.

12:15-13:00

'The Customer Engagement Score' – Leveraging Every Byte of Customer Data with Data Science

Organisations spend huge sums of money building and maintaining their CRM and customer engagement systems, but in fact use less than 10% of the capabilities. Chief Data Scientist at BlueVenn, Paul Schulz, will be discussing how the 'Customer Engagement Score' (CES) is changing that and the profound impacts it's having at the Daily Mail Group.

13:00-14:00

Lunch & Networking

14:00-14:45

BlueVenn FUTURE

Not to be missed, you'll find out about the 2019 technology roadmap and all the fantastic features, functionality and capabilities coming your way in 2019.

14:45-15:30

Ask the Expert: Live Q&A

In this session you can gain access to our Customer Success and R&D team who will be addressing frequently asked questions and answering live queries from the floor.

15:30-16:00

Gatehouse Media: 'shaking up' the industry with a futuristic digital approach

Learn how this publishing giant's aggressive acquisition strategy triggered a companywide 'data-driven' strategic transformation.

16:00

End