



13th June 2019 · London, UK · County Hall



#ThinkTankUK

Agenda

10:00 - 10:20
Opening session

Ian will introduce the conference by welcoming attendees and presenting his thoughts on the challenges and opportunities facing the industry.

Ian Charlesworth, UK Country Manager, Awin

Keynote session
10:20 - 11:00
Brexit: A case-study in consumer behaviour

Joe Twyman will show how political polling has adapted and the lessons that could prove useful to anyone who wishes to understand their customers better.

Joe Twyman, Co-Founder and Director at Deltapoll, previously Head of Political and Social Research at YouGov

11:00 - 11:30
Coffee, networking and exhibition

11:30 - 12:00
Future-proofing

A thirty minute talk covering some of the challenges that affiliate marketing and digital advertising currently face and how Awin is responding to them.

Mihaela Draghici, Product Manager, Awin
Stephen Short, Product Manager, Awin

12:00 - 12:30
Authenticity as the path to longevity in influencer marketing

Examining what made audiences flock to influencer marketing and how brands can sustain long-term success in this new media space.

Kate Irvine, Commercial Contracts Manager, Awin
Carina Toledo, Influencer Partnerships Manager, Awin

12:30 - 13:45
Lunch, networking and exhibition

13:10 | Launch Announcement
Strategic Partnership
What do the Nobel Prize for economics and affiliate marketing have in common?
Come and join us to find out

13:45 - 14:15 | Breakouts
Telco session
You used to call me on my cell phone

This talk explores how telecoms advertisers and publishers can ensure consumers are able to differentiate more on quality and really sell the benefits of all that 'hotline bling'.

Alex Parmar-Yee, Account Director, Awin
Marthe Berlin, Account Director, Awin

Retail session
Retail Reimagined: Is convenience killing the high street?

Covering the unavoidable topics of the dying high street and increase in consumers' growing thirst for 'right now' convenience, join us to examine how these outside trends have translated into our channel.

Amy Hadley, Account Director, Awin
Lee Metters, Account Director, Awin

Travel session
Are we nearly there yet? How data and personalisation are revolutionising the travel industry

We deep-dive into the travel vertical, from hotels to flights to package holidays, to show examples of how brands have used data to personalise content, tailored to their audiences, resulting in purchase.

Luisa Richardson, Team Leader, Awin
Ben Leach, Team Leader, Awin

14:15 - 14:45
Coffee, networking and exhibition

14:50 - 15:20 | Breakouts
Globalisation
Around the world in 30 minutes - A whistle stop tour of Awin Global

Insights from an introduction to the Awin Global team followed by a Q&A exploring global client success, including regional insights and client case studies.

Stephen Buxton, Head of Global Account Management, Awin
Laura Blakeborough, Global Account Director, Awin
Katherine Casey, Global Account Director, Awin

Partner session
How to beat the competition using 1-to-1 deals personalisation

James will provide attendees with the key considerations when implementing a personalisation strategy, what's coming next and how tech capabilities and human expertise can help organisations develop a roadmap for success.

James Maley, Head of Business Development, RevLifter

Interactive industry quiz

For the penultimate session of the day, compete with fellow attendees in our light-hearted industry-themed quiz which will put your affiliate knowledge to the test.

Robert Davinson, Content Analyst, Awin

15:30 - 16:00
Closing fireside chat with The Awin Board and Ian Charlesworth

The Board and Ian will address some of the most popular points raised throughout the day, providing their thoughts on the current state of the affiliate marketing industry and their hopes for the future direction of Awin.

The Board, Awin
Ian Charlesworth, UK Country Manager, Awin

16:00 - 17:00
Evening drinks reception