

Print in the Digital Age @ American Express

This ANA first is dedicated to the impact of direct mail and why opti-channel and omni-channel marketing are not mutually exclusive. This one-day conference will provide the data driven tools highlighting how print has found its new voice in this digital age. Among the many topics featured: why modern brands are attracting customers through the optimal combination of digital and direct mail customer engagement, how the new consumer privacy laws, accountability and compliance impact direct marketing, and the critical role of data in the direct marketing ecosphere will be addressed. Innovations in omni and opti-channel methodologies, retention and acquisition, emerging technologies, measurement, optimal creative techniques, and postal regulations around print will be discussed, with relevant case studies presented. Come prepared to network with your industry colleagues to learn how DM plays an important component in the marketing ecosystem to elevate brand identity and enhance the customer experience.

When:

Start: Thursday, October 24, 2019 at 8:00am

End: Thursday, October 24, 2019 at 3:00pm

Where:

American Express
200 Vesey Street
26th Floor Auditorium
New York, NY 10285

Agenda

TIME	EVENT DETAILS
8:15am - 9:00am	REGISTRATION & NETWORKING BREAKFAST
9:00am - 9:15am	WELCOME & INTRODUCTION TO THE PRINT IN THE DIGITAL AGE EXECUTIVE COMMITTEE Mark Kaline Senior Vice President, Data Marketing & Analytics Division ANA

TIME	EVENT DETAILS
	<p>Debbie Roth Print Council Chair, VP – Sales & Marketing & Chair Japs-Olson Company & Print In the Digital Age Executive Committee</p>
<p>9:15am - 10:00am</p>	<p>AMERICAN EXPRESS: DON'T LEAVE HOME WITHOUT OMNICHANNEL MARKETING</p> <p>A discussion about the journey of having email support the DM channel in a unique way. Speakers will review what sparked the idea and how they partnered internally and externally to execute.</p> <p>Jamara N Posey-Tapper American Express</p> <p>Robert Woodard Acxiom</p>
<p>10:00am - 10:45am</p>	<p>PRINT AS A DIGITAL CHAMPION</p> <p>Many brands have discovered the power of print. Are you taking full advantage of your design and messaging to influence this powerful driver? Today, simple calls-to-action are not enough to engage customers on a deeper level. As you develop relevant content, product videos, hashtag campaigns or technology like AR and VR, be ready to bridge the gap between customers and content with powerful creative. What compelling reason are you giving readers? In this session you will learn how to create content that matters, the calls-to-action that truly drive engagement and technology that others are testing.</p> <p>Host: Lois Brayfield J. Schmid</p> <p>Presenter: Kathy Haynes Vice President of Publishing Sales Sappi</p>
<p>10:45am - 11:00am</p>	<p>COFFEE BREAK</p>

TIME	EVENT DETAILS
11:00am - 12:00pm	<p data-bbox="412 302 1328 373">WHY MODERN BRANDS ARE ATTRACTING NEW CUSTOMERS THRU DIRECT MAIL</p> <p data-bbox="412 420 1406 541">It's all about GROWTH! Does your acquisition and retention strategy need a tune-up? What are the channels that will bring success? How are you using your data to develop and validate your strategy?</p> <p data-bbox="412 579 691 646">Host: Mary Hennen Full Contact</p> <p data-bbox="412 701 1130 772">Tom Kohler Chief Marketing Officer Perigold (Division of Wayfair)</p> <p data-bbox="412 827 948 898">Erin Kelly Manager of Co-Brand Acquisition Delta</p>
12:00pm - 1:00pm	<p data-bbox="412 974 516 1003">LUNCH</p>
1:00pm - 1:45pm	<p data-bbox="412 1092 1409 1163">CONSUMER PRIVACY ROADMAPS: OUR APPROACH TO ACCOUNTABILITY & COMPLIANCE</p> <p data-bbox="412 1209 1419 1646">2019 has proven to be "The Year of Privacy." Congress, regulatory agencies and state legislatures are increasingly their focus on how companies are using personal information. Whether online or offline, changes in the ability to acquire, use, and exchange individuals' information is changing, so companies need to prepare now. During this session, Chris Oswald, Senior Vice President for Government Relations with the Association of National Advertisers, will discuss the developing privacy debate in Washington and statehouses throughout the country, with a focus on the California Consumer Privacy Act (CCPA) and industry's effort to establish a national data privacy law.</p> <p data-bbox="412 1684 708 1755">Host: Debora Haskel IWCO Direct</p> <p data-bbox="412 1801 597 1831">Chris Oswald</p>

TIME	EVENT DETAILS
	Senior Vice President, Government Relations ANA
1:45pm - 2:15pm	<p data-bbox="412 405 1406 478">HOW INNOVATION AT THE UNITED STATES POSTAL SERVICE CAN MEAN TO YOU</p> <p data-bbox="412 525 1414 598">Peek behind the curtain of upcoming USPS innovations in an omnichannel environment</p> <p data-bbox="412 638 935 711">Host: Deborah Haskel Vice President, Marketing IWCO Direct</p> <p data-bbox="412 758 1141 831">Presenter: Steve Monteith Vice President, Marketing United States Postal Service</p>
2:15pm - 3:00pm	<p data-bbox="412 919 1328 993">WHY DIRECT MAIL IS EVERGREEN: HOW DATA DRIVEN MARKETING ENGAGES CONSUMERS</p> <p data-bbox="412 1039 1409 1291">The old saying, "What's Old, Is New Again", direct mail has been with us since before we were born. How are brands using data to ensure their creative and messaging engages their customers? What are they thinking as they develop their campaigns? What are the pitfalls they have experienced and how were they able to adjust? Our panel of experts, from different industry sectors, will share their insights</p> <p data-bbox="412 1331 870 1404">Host: Debbie Roth VP, Sales & Marketing Japs-Olson</p> <p data-bbox="412 1451 1040 1524">Presenter: Norman Quesnel Assistant Marketing Manager Amica Insurance</p>
3:00pm	ADJOURN