

**TIME****SESSION**

8:45 - 9:15	Registration & Refreshments
9:15 - 9:25	Welcome Address <i>James Forage, Director, Yoyo Design</i>
9:10 - 9:20	Customer Engagement 2019 – Marketers’ view - The marketers perspective – what consumers’ have told us VS what brands are actually doing to engage customers - Audience engagement strategies - The channels being used and which brands are getting it right - Audience loyalty <i>Tim Bond, Group Head of Insight, DMA</i>
9:45 - 10:10	Emotional Acupuncture: Why people react to your content (and why they ignore it) - 7 emotional pressure points that your marketing content should include - How to judge whether your current content is touching a customers’ emotional nerve - Case studies of not-for-profits that use emotional acupuncture well (and those that don’t) - The science bit; why emotional-led communications attract attention <i>Simon Lamey, Senior Strategist, Yoyo Design</i>
10:10 - 10:35	Break
10:35 - 11:00	STOP the plastic tide - Environmental campaigns can’t always be cute and cuddly - In days of loud and striking media filling our streets and screens, it was time for the 3rd sector to make a bold entrance <i>Jack O’Donovan, Campaigns Officer, Marine Conservation Society</i>
11:00 - 11:25	Reconnecting with a disconnected audience - Is anybody out there? - <i>Stuck in the Middle with You</i> – The background of the Office of Development and Alumni Relations, the challenges we faced, and the need to break our engagement plateau - <i>Thank You for the Music</i> – The conception and implementation of Replay – using the power of music and nostalgia to reconnect with the University’s alumni community - <i>The Only Way is Up</i> – Analysis, findings and what’s next for the campaign <i>Rachael Tyler, Engagement &amp; Campaign Manager, University of Southampton</i>
11:25 - 11:30	Concluding Remarks <i>James Forage, Director, Yoyo Design</i>

# ANNUAL AGENDA

