

agillic

SUMMIT17

30 MAY
COPENHAGEN

THE NAKED TRUTH ABOUT MARKETING AUTOMATION

PROGRAM – 30 MAY 2017

▸ 08.15-09.00

REGISTRATION & BREAKFAST



▸ 09.00-9.10

WELCOME

Bo Sannung, COO at Agillic



▸ 09.10-09.30

TREND

CUSTOMER EXPERIENCE AUTOMATION IS REPLACING MARKETING. ARE YOU?

Rasmus Houлинд, CSO at Agillic, Author of the book: 'Make it all about me and I'll buy it'

Expectations to reach the largest audience possible as quickly as possible, must be combined with an objective to build relations 1: 1. How do you get the best of both worlds – volume and personalized experiences? What is the best way to integrate data driven automation without sacrificing time to market?



▸ 09.30-09.50

HOW TO

LEVERAGE CUSTOMER DATA IN RETAIL

Stefan Kirkedal, Head of Omnichannel at Sportmaster

Sportmaster has put an impressive amount of data into play and in short time achieved outstanding results in what remains a very ambitious marketing automation journey. Get the story on how to build the country's second largest customer club and the methodology behind the impressive results.



▸ 9.50-10.30

KEYNOTE

AI DRIVEN MARKETING – WHAT DOES THE FUTURE LOOK LIKE?

Colin Shearer, Creator of SPSS Modeler and former Global Executive, Advanced Analytics at IBM

Pioneer of data mining and Godfather of predictive analytics – Colin Shearer is the creator and architect of the award-winning Clementine system now known as the IBM SPSS Modeler. With a background in Computer Science and Artificial Intelligence at the University of Aberdeen, specialising in machine learning, Colin has been involved in applying advanced software solutions to businesses' problems for decades. Get his take on the future of marketing automation and how AI is taking marketers to a whole new level.

> 10.30-11.00

BREAK

> 11.00-11.30

INSIGHT SESSION DIALOGUE MARKETING - 4 STEPS TO SUCCESS!

Mads-Peter Jakobsen, Head of UX & Strategy at Pentia

We have entered the age of the customer and to create a truly great customer journey, you must master a relevant and personal dialogue across channels and segments. Join this session and learn how 4 important steps will lead you to the path of customer success. Great inspiration for everyone in marketing, communication and management.

> 11.30-12.00

INSIGHT SESSION DEFINING YOUR MARTECH STACK

Peter Therkildsen Schlegel, CEO & Partner at Responsive

In 2012 Gartner famously predicted that "by 2017 the CMO will spend more on IT than the CIO". Marketing has arguably evolved into a multi-skill discipline where the tech-savvy will win. The need for a solid framework to shape your strategy and your MarTech roadmap will only become more important in the years to come. Join this session to understand how to build a framework to help shape your future priorities as well as your organisation - internally and externally.

> 12.00-13.00

LUNCH

> 13.00-13.45

FACTS ON EU GDPR AND NEW MARKETING LEGISLATION - WHAT MARKETERS NEED TO KNOW NOW!

Pia Kirstine Voldmester, Partner Bruun & Hjejle

Learn the facts on the interaction between marketing legislation and new European rules for handling personal data - EU General Data Privacy Regulation. Get the expert's advice on what rules in the new regulation marketers must be particularly aware of, what it takes to use personal data for marketing purposes and what potential problems you could get into by using behavioural data when the regulations are fully in place.

> 13.45-14.15

BEST PRACTICE B2C RECRUITING MEMBERS FOR LOYALTY CLUBS

Tine Hertz, CEO at OMI
Simon Vesth Hansen, Creative Director at OMI

One of the biggest challenges with loyalty clubs is recruiting members, and it requires careful consideration to choose the right mix of channels, decide upon use of incentives etc. OMI has extensive experience in this field and will take you through the best practices based on examples from their portfolio.

> 11.00-11.30

CAMPFIRE 1

AI Driven Marketing Q&A session
Colin Shearer, Creator of SPSS Modeler

CAMPFIRE 2

Agillic Best Practices - Customer Cases
Bo Reenberg, Tech Lead Responsive

CAMPFIRE 3

Build A Strong Business Case
Sune Børsen, Strategic Advisor Agillic

CAMPFIRE 4

Agillic Candy Presentation
Dorte Knudsen, Head of Product Marketing Agillic

> 11.30-12.00

CAMPFIRE 5

EU GDPR Q&A session
Pia Kirstine Voldmester, Partner Bruun & Hjejle

CAMPFIRE 6

Best Practise Loyalty Clubs
Tine Hertz, CEO OMI

CAMPFIRE 7

Agillic Best Practices - Customer Cases
Rasmus Esbensen, Email Marketing Expert Agillic

CAMPFIRE 8

Armstrong One Presentation
Sune Børsen, Strategic Advisor Agillic

> 13.00-13.45

LIVE BUSINESS CASE MARKETING AUTOMATION & PREDICTIVE ANALYTICS FOR VITA, LIVE ON STAGE!

Alf Jondahl, CRM & Marketing Manager at VITA
Rasmus Houliind, Chief Strategy Officer at Agillic

For the first time on stage, actual numbers and data will be shared and analysed to show the potential financial opportunities of implementing Marketing Automation and Predictive Analytics. Learn from the concrete business case of VITA and the questions which need to be addressed, and get the results directly on stage.

> 13.45-14.15

BEST PRACTICE B2B CONTENT IS KING - BUT ONLY IF YOUR CUSTOMERS NOTICE!

Tomas Gorrissen, Chief Commercial Officer & Partner at Responsive
Anette Weber, Marketing Manager Nordics at Carlson Rezidor Hotel Group

Hear the case of how the Rezidor Hotel Group developed a program that engage a busy B2B audience and see the amazing results. Rezidor venues are used across the Nordic region for a variety of B2B conferences, yearly sales kick-offs and strategy meetings. Great meetings are more than good facilities and excellent food. Knowledge on how to arrange the best meeting is brought to life in front of 25,000 Nordic meeting organizers at the right time on their omnichannel customer journey.

> 14.15-14.30

VISIT THE AGILLIC CANDY STORE



> 14.15-14.45

OPTIMIZE OMNICHANNEL IS NOT OMNICHANNEL WITHOUT PAID MEDIA

Jesper Urban, Nexta
Bo Sannung, COO at Agillic

A new ecosystem is emerging where paid media and owned media works in 1:1 collaboration with each other. How can you manage this as a CMO and what are the real life examples on customer experience and business case?



> 14.45-15.15

INSPIRE TO WINNING MARKETS WITH A hardcore DATA DRIVEN BUSINESS MODEL

Morten Strunge, Founder of MOFIBO and Chief Commercial Officer at STORYTEL

Meet founder of Onfone, Plenti, and the subscription-based e-book and audiobook platform, Mofibo – which was sold for 100 million DKK to the Swedish company, Storytel. Morten Strunge has a unique talent for turning start-ups into a successful businesses and winning markets with a data driven business model. Get his views on how to embrace the future and use customers' demands and behaviour to your advantage.

> 15.15-16.00

WINE & NETWORKING

MEET THE EXPERTS

The valuable contribution of our Summit17 Partners will broaden your horizon even further through insight sessions, customer cases and hosted campfires.



RESPONSIVE

RESPONSIVE

We're a strategic consultancy and agency working at the intersection between marketing and technology. We help our clients achieve tangible business success leveraging our three pillars for success: exceptional strategic business understanding, advanced data science and sophisticated technical implementations. We're a highly experienced Agillic partner and successfully run a large number of solutions including some of the most complex in the market.



OMI

OMI is a result obsessed advertising and media agency, biased towards digital, but loving the smell of ink, when it makes sense. We believe all marketing experiences must be focused on results, offer real user value and move our clients to the next level. We pride ourselves of offering our clients any state-of-the-art tools available, which is why we have a dedicated Marketing Automation team ensuring maximum effect at a minimal cost. We deliver on our promises and satisfy our clients through expert skills, lengthy experience and raw commitment.



PENTIA

The Digital Experience Experts

Digital is about people, and we create strong solutions with customer experience at the core. Marketing automation, Platforms, Design, Ecommerce, Omnichannel – we'll help you unleash your digital potential. At Pentia, you'll find 90 creative thinkers, strategists and digital developers ready to think big but succeeding by paying attention to detail.