



THE WORSHIPFUL COMPANY OF INFORMATION TECHNOLOGISTS

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THE WORSHIPFUL COMPANY OF STATIONERS AND NEWSPAPER MAKERS

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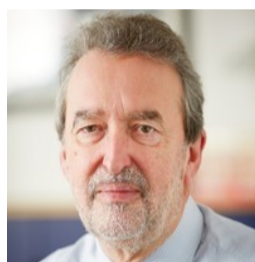
THE WORSHIPFUL COMPANY OF MARKETORS

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Monday,  
3 September 2018

# GDPR is Good for Business

a Tri-Livery event, hosted by the Stationers', Information Technologists' and Marketors' Companies.



## New business opportunities are being created from GDPR, that will offset the challenges associated with it.

May 25<sup>th</sup> was a pivotal day for the General Data Protection Regulation. We had endured months, years even, of scare stories about the death of direct marketing, the size of the fines, and seen a whole industry of consultants attempting to lift the confusion and had hundreds of emails from companies we couldn't remember double, treble, quadruple confirming it was OK to keep sending emails. Now the dust has settled and organisations are developing a calmer understanding of how they should collect, store and manage people's personal data, the focus of conversation is moving towards the opportunities which GDPR unlocks – for marketing which will delight people, deliver better customer insight and opportunities for companies to sell more, IT Departments to make the strong business case for exploring cleaner, up to date customer databases and for stepping up cyber security measures.

This Tri-Livery event brings together a varied panel of experts to present their perspective and insight; from client to legal, and data to agency – with a focus on how businesses can benefit from GDPR, rather than its perceived constraints.

Topics covered will include:

- Analytics: How GDPR will drive analytics, which in turn drives better marketing campaigns
- Print: Using marketing print and its increased output, the advantages of claiming legitimate interest with paper based communications
- Cyber security: Strengthened expectations around looking after client information, increased risk around not doing so, potentially higher customer cooperation
- Messaging: Use of 'value statements' rather than an invoice, to promote other products/upgrades

The expert panel are:

**Mark Runacus** - Non-Executive Chair DMA (UK) Group and Co-Founder of new hybrid creative and media agency Wax/ On: how GDPR has fuelled the renaissance of direct mail.

**David Amor** - Direct Mail Futurist and Chairman of First Move Direct Marketing - Will share stories from the coal face such as one business whose databases has shrunk from 9M to 900K records through the "opt-in" process. How the clients are responding to GDPR and his predictions on the long term benefit to his business.

**Dai Davis** – Lawyer and Chartered Engineer - Do you need to opt in? Does he agree with the DMA viewpoint on paper based communication.

**Graeme Owen**— UK & Ireland Lead, Information Security Risk at Deutsche Bank—14 years' experience working in financial services covering IT operations, IT audit and IT risk. How can IT controls assist with GDPR compliance and what exactly is cyber security?

Once the experts have shared their insights, there will be a panel discussion, with challenging questions encouraged!

Tickets are £25 inc VAT and there is a special discount for guests under the age of 30 (tickets will cost just £20 inc VAT). The event will commence at 6.30pm for 7.00pm with a short drinks reception followed by the discussion. There will be time afterwards to meet and network with fellow attendees over a light buffet and further liquid refreshment.

Please book your tickets online at [www.stationers.org/events](http://www.stationers.org/events) or fill in the booking form below and send it in, with your cheque, to Lucie McCord at the address below by **Wednesday, 29 August 2018** after which no refunds will be given.

**Dress Code: Informal Business Attire (ties optional)**

### SCHEDULE

6.30 pm Drinks and Networking

7.00 pm Discussion and Q&A

8.30 pm Networking Buffet

9.30 pm Event Ends

To: Lucie McCord, Office Administrator, Stationers' Hall, Ave Maria Lane, London EC4M 7DD

### TRI-LIVERY ROUNDTABLE: GDPR IS GOOD FOR BUSINESS - MONDAY, 3 SEPT 2018

Please reserve me .....place(s) at £25 each inc VAT and/or reserve me ..... 'under 30' place(s) at £20 each inc VAT

I enclose a cheque made payable to The *Stationers' Company* of £.....

Name (Title, first, surname): .....

Company Name: .....

Telephone number: .....

Email address : .....

Name(s) of Guest(s) Name: .....

Company Name: .....

Name: .....

Company Name: .....

Name: .....

Company Name: .....

Please tick the box if you WOULD like to receive Latest News and upcoming event information from the Stationers' Company by email. Your information will NOT be passed on to any third parties.