

THE CHANGING FACE OF CUSTOMER COMMUNICATIONS

THURSDAY 23rd NOVEMBER 2017

Opus Trust Marketing Limited, 133-137 Scudamore Road, Leicester, LE3 1UQ

AGENDA

9:30 - 10:00 Arrival and coffee

10:00 - 10:15 **Strength through flexibility**

Technology has shifted the way information can be consumed.
Channel choice is now greater than ever. So how does the supply chain keep up?
Paul Brough, Chief Executive Officer, Opus Trust Marketing

10:15 - 10:45 **Keynote: We know where your mail is!**

How innovative technology ensures accountability, in an industry where integrity is everything.
*Stephen Agar, Managing Director,
Consumer and Network Access, Royal Mail*

10:45 - 11:30 **Digital transformation in the world of customer communications**

Introducing new channels to drive customer engagement. See it, hear it, interact with it.
Keith Dear, Strategic Account Director, Pitney Bowes Software

BREAK

11:45 - 12:30 **Your Epic journey starts here**

Integrity is at the heart of everything we do. Get up close and personal
with our high speed multi-format inserter.
Opus Trust Marketing Production Team

12:30 - 1:30 **Lunch, networking and mini exhibition showcasing Print Management,
On Demand, E-services, Hybrid Mail, Postal Services and Core Operations**

Your chance to engage with experts from across the organisation.

1:30 - 2:30 **Long term customer engagement demands intelligent channel choices**

Balance efficiency with effectiveness to achieve the best communications mix for your business.
A collaborative session to stimulate thinking and fuel your communications channel strategy.
Hosted by the Opus Trust Marketing Board of Directors

2:30 Summary and close