




## Seminar & Networking Event The Customer Journey

Wednesday 2 and Thursday 3 October 2024

Birmingham Conference & Events Centre  
Hill Street, Birmingham, B5 4EW

### Day 1

Time	Event	Location
12:00-13:30	Registration Desk Open	Foyer
12:30 – 13:30	Buffet Lunch	Foyer
13:30 – 14:30	Direct Asset inaugural meeting hosted by Malkit Sagoo	Rookeries 2
14:30 – 14:50	Affiliate Masterclass: Plentific	Rookeries 2
14:50 – 15:10	Affiliate Masterclass: One Advanced	Rookeries 2
15:10 – 15:30	Affiliate Masterclass: Sparksafe	Rookeries 2
15:30-15:50	Affiliate Masterclass: Plentific	Rookeries 2
15:50 – 16:10	Affiliate Masterclass: Propeller	Rookeries 2
16:10 – 16:30	Affiliate Masterclass: Fast Lean Smart	Rookeries 2
16:30 – 16:50	Affiliate Masterclass: Vericon	Rookeries 2
16:50 – 17:10	Affiliate Masterclass: Niyaa People	Rookeries 2
19:00 – 19:30	Pre-dinner drinks	Bar
19:30 – 23:00	 <b>25<sup>th</sup> Anniversary Dinner</b> <b>Sponsored by Niyaa People</b>	Rookeries



**Day 2**  
**Direct Works Seminar | The Customer Journey**

Time	Event	Location
8:30 – 9:00	Registration Desk open	Foyer
8:30 – 9:00	Informal networking & refreshments	Foyer
9:00 – 9:10	Welcome Russell Thompson Chair, Direct Works	Rookeries 2
9.10 – 10:00	Ettan Bazil Founder, Help me Fix	Rookeries 2
10:00 – 10:45	Julie Butterworth Head of Consultancy, Tpas	Rookeries 2
10:45 – 11:00	Break & Refreshments	Foyer
11:00 – 11:45	Claudia Cobban, Director of Regulatory Engagement Regulator of Social Housing	Rookeries
11:45 – 12:30	Lunch break (buffet lunch & refreshments)	Rookeries
12:30 – 13:15	<i>Learning lessons about involvement and engagement from working with 'hard to reach' groups</i>  Claire Blacka, Engagement Specialist and Insights Discovery Practitioner Tentacles Consultancy	
13:15 – 14:30	<i>A data driven approach to understanding customers &amp; delivering better compliance outcomes by reducing no access</i>  Garry Sneddon CEO. Engage Me	Rookeries
14:30 – 14:45	Close Russell Thompson Direct Works Chair	Rookeries