

**The International Direct Marketing Fair 08 Postcomm “Post” Theatre Programme**  
**Tuesday 29 April 08**

<b>Time</b>	<b>Session</b>	<b>Speaker</b>
<b>10.15 – 10.45</b>	<b>Opening Address, followed by questions</b> <ul style="list-style-type: none"> <li>○ Postcomm’s role in an open market</li> <li>○ Hear from the regulator on latest developments in the UK postal market</li> <li>○ Challenges of the future: learn more from Postcomm about its vision for the postal market in 2010 and beyond</li> <li>○ Concludes with a QnA session</li> </ul>	<b>Nigel Stapleton</b> Chairman Postcomm
<b>11.00 – 11.45</b>	<b>Going green: How to go on using mail and help save the environment</b> <ul style="list-style-type: none"> <li>○ Learn more about TNT Post’s plans to go carbon neutral</li> <li>○ Find out how you can execute direct marketing campaign, use the mail and still be green</li> <li>○ Concludes with a QnA session</li> </ul>	<b>Nick Wells</b> Chief Executive TNT Post UK
<b>12.00 – 12.30</b>	<b>How Royal Mail delivers for SMEs</b> <ul style="list-style-type: none"> <li>○ Find out from Royal Mail about what it is doing to benefit businesses in the small, medium sized sector</li> </ul>	<b>Aparma Mahesh</b> Small Business Senior Development Manager Royal Mail
<b>12.30 – 13.00</b>	<b>Addressing the future</b> <ul style="list-style-type: none"> <li>○ A panel discussion</li> <li>○ How can direct marketing continue to be of value in a changing business and consumer environment</li> <li>○ What are the challenges facing mailers and mail operators</li> </ul>	<b>Graham Cooper</b> Managing Director Onepost <b>Simon Campbell</b> Chief Executive Viapost
<b>13.15 – 13.45</b>	<b>How the mail providers add up: an independent assessment?</b> <ul style="list-style-type: none"> <li>○ Get an impartial view of the performance of mail operators and an independent assessment of the mail market and what it is doing to address customer needs.</li> </ul>	<b>David Robotom</b> Director D&S Consultants <b>Stefan Blomqvist</b> Chief Executive 21 Grams
<b>14.00 – 14.45</b>	<b>Choice in the post</b> <ul style="list-style-type: none"> <li>○ Two years since competition in the postal market, your chance to quiz leaders from the</li> </ul>	<b>Nick Wells</b> Chief Executive

	<p>postal industry on what they can do for you and your customers</p> <ul style="list-style-type: none"> <li>○ Have customers benefitted from liberalisation, and if so, how?</li> <li>○ Learn about the types of services offered by alternative providers</li> </ul>	<p>TNT Post UK  <b>Michael MacClancy</b>  Regulation Manager  The DX Group</p>
15.00 – 15.30	<p><b>From the customer's perspective</b></p> <ul style="list-style-type: none"> <li>○ An opportunity to hear from a real customer and major mail user about their experience</li> <li>○ Hear from the industry watchdog about how customers' needs are protected in the changing market. (or something like that!)</li> </ul>	<p><b>James Johnson-Ferguson</b>  Marketing Manager  The Book People  <b>Howard Webber</b>  Chief Executive  Postwatch</p>
15.45 – 16.55	<p><b>Selecting a mail provider – advice from those in the know</b></p> <ul style="list-style-type: none"> <li>○ A panel discussion</li> <li>○ With more choice than ever before industry advisers offer guidance as to how you should examine your postal budget and get the best provider or providers</li> </ul>	<p><b>Geoff Lambert</b>  Director  PLCWW  <b>Derek Fairhurst</b>  Managing Director  Postal Audits  <b>Jonathan De Carteret</b>  Operational Manager  Post-Switch</p>

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11.00 – 11.45	<b>Innovation and choice for the large and not so large mailer</b> <ul style="list-style-type: none"> <li>○ UK Mail were the first to offer downstream access solutions and have continue to innovate with new products and services.</li> <li>○ Hear about latest developments and offerings including UK Mail's hybrid mail access product.</li> </ul>	<b>Steve Patrick</b> Managing Director UK Mail
12.00 – 12.45	<b>Addressing the future</b> <ul style="list-style-type: none"> <li>○ A panel discussion</li> <li>○ How can direct marketing continue to be of value in a changing business and consumer environment</li> <li>○ What are the challenges facing mailers and mail operators</li> </ul>	<b>Graham Cooper</b> Managing Director Onepost <b>Simon Campbell</b> Chief Executive Viapost
13.00 – 13.45	<b>Post: is there another way?</b> <ul style="list-style-type: none"> <li>○ Moving along the mail value chain and working together with mailing houses.</li> </ul>	<b>John Hughes</b> Managing Director Regional Mail Services
14.00 – 14.45	<b>From the customer's perspective</b> <ul style="list-style-type: none"> <li>○ An opportunity to hear from a real customer and major mail user about their experience</li> <li>○ Hear from the industry watchdog about how customers' needs are protected in the changing market. (or something like that!)</li> </ul>	<b>James Johnson-Ferguson</b> Marketing Manager The Book People <b>Millie Banerjee</b> National Chair Postwatch
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<b>16.00 – 16.45</b>	<b>How Royal Mail delivers for SMEs</b> Find out from Royal Mail about what it is doing to keep business with those in the small, medium sized sector	<b>Tim Rivett</b> Head of Consumer and SME Sector Royal Mail

Thursday 1 May 08

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