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EUROPE'S ONLY CONSUMER PERSONALISATION CONFERENCE

Co-located with:
GENERATIVE AI FOR MARKETING SUMMIT

2nd Annual

PERSONALISATION SUMMIT

24-26 November 2025
Hilton Syon Park, London, UK

FROM INSIGHTS TO ACTION:
SCALING PERSONALISED EXPERIENCES IN A PRIVACY-FIRST WORLD

" Last year the summit tackled a topic everyone was keen to explore, a deep dive we'd never had before, which made it incredibly interesting. "

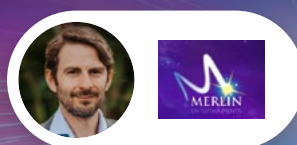Damien Read, Personalisation Expert, **BritBox International**

JOIN THE DISCUSSION WITH KEY OPINION LEADERS INCLUDING:

Aaron Smedley
Chief Digital and Marketing Officer
Le Chemeau

Hazem EL Taha
Global Head of Marketing Technology
HSBC

Zack Wragg
Global Head of Optimisation and Delivery
Merlin Entertainments

Chris Parker
Global Head of Customer Data
JLR

Aislinn Mallon
Head of CRM Engagement
The Guardian

Paul Wright
Head of EMEA
Uber Advertising

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WELCOME TO THE PERSONALISATION SUMMIT

Dear Esteemed Colleagues,

Personalisation without Purpose is Pointless

Personalisation has never been more critical. With the rapid advancements in AI, the promise of truly individualised experiences is closer than ever. Today, **71% of consumers expect personalised interactions**, and a staggering 76% get frustrated when they don't receive them.

This isn't just a "nice-to-have" anymore; it's a strategic imperative. Businesses that excel at personalisation are seeing impressive results, generating 40% more revenue from these activities than their competitors. Beyond revenue, personalised marketing offers substantial advantages: it can reduce customer acquisition costs by up to 50% and increase marketing ROI by 10-30%.

However, personalisation without purpose is, quite simply, pointless. **Achieving "true" personalisation – the kind that genuinely drives customer loyalty, retention, and enhances lifetime value – is a significant challenge**. There's a clear gap between brands that do it well and those that struggle. We're also operating in a world where consumers demand transparency about their data, with 40% wanting to know how their online information is used. Privacy concerns are at an all-time high, and if not handled carefully, AI can exacerbate these issues, leading to "creepiness" rather than connection.

This brings us to the core question: How do you deliver true, scalable personalisation and achieve comprehensive single customer views whilst respecting privacy concerns and navigating evolving technological regulation?

Join Us in London

The **Personalisation Summit** is Europe's only conference bringing together cross-industry leaders to tackle these very challenges head-on. Join us to explore how to:

❯ Scale Personalisation Effectively
❯ Balance Personalisation & Privacy
❯ Strengthen Data Strategies
❯ Drive Tangible Business Results

We invite you to join us to ensure your personalisation strategies are purposeful and equipped to meet the evolving demands of today's consumer.

I look forward to welcoming you to London this November.
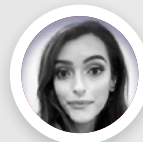
Nikki Kandola
Divisonal Director
IQPC

WHY ATTEND? YOUR KEY TAKEAWAYS FOR 2025:

✓ **Scale Personalisation Effectively:** Learn to leverage focused data and AI tools to achieve personalisation at scale.

✓ **Balance Personalisation & Privacy:** Discover how to deliver hyper-personalised experiences while protecting consumer privacy.

✓ **Strengthen Data Strategies:** Gain insights into selecting the right partners to enhance your data-driven personalisation efforts.

✓ **Drive Tangible Business Results:** Understand how to translate your personalisation strategies into measurable success, including increased customer loyalty, retention, and lifetime value.

✓ **Master Omnichannel Personalisation:** Learn best practices for creating seamless, consistent experiences across all customer touchpoints in an omnichannel environment.

✓ **Optimise Your Operating Model:** Explore ideal personalisation operating models for your organisation and learn how a Personalisation Centre of Excellence can help overcome challenges like fragmented data, siloed teams, and technology integration.

✓ **Collaborate and Network:** Engage in interactive workshops, roundtables, and panel discussions that offer unique opportunities for peer-led discussions, problem-solving, and expanding your professional network.

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MEET THE SPEAKERS

Aaron Smedley
Chief Digital and Marketing Officer
Le Chemeau

Hazem El Taha
Global Head of MarTech
HSBC

Zack Wragg
Global Head of Optimisation and Delivery
Merlin Entertainments

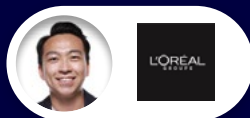**Chris Parker**
Global Head of Customer Data
JLR

Nessa O'Gorman
Global Product CRM Strategist
Expedia Group

Abhineet Kesarwani
Regional Director, Customer Value and Experience
Lyca Mobile

Paul Wright
Head of EMEA
Uber Advertising

Billy Cheng
Head of Customer Data Activation
L'Oreal

Aislinn Mallon
Head of CRM Engagement
The Guardian

George Cairns
Head of Product Personalisation
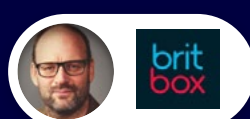**Lloyds Banking Group**

Benjamin Cheadle
Head of Customer and Marketing Analytics
JLR

Andy Sage
Head of Propositions and Partnerships
E.ON

Aswin Peter
Customer Experience and Product Strategy
British Gas

Damien Read
Personalisation Expert
BritBox International

Zeke Zhiqian
Global CRM Program Manager
Nissan Motor Company

Frank Martinez
Head of Customer Experience
Corpay

Gianfranco Cuzziolo
CRM & Personalisation Expert

Antonio Pellegrino
Principle CVM MarTech Enterprise Architech
Vodaphone

Mårten Bokedal
Senior Solutions Strategy Director
Optimizely
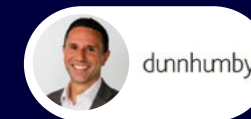
Jivesh Juneja
Head of Data Products
Nissan Motor Company

Darren Kent
IT Marketing Platform Manager
Aviva

Janis Thomas
Managing Director at Look Fabulous Forever
Look fabulous forever

Ben Snowman
Head of Loyalty and Personalisation
Dunnhumby

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WORKSHOP AFTERNOON: MONDAY 24ᵀᴴ NOVEMBER

START AT 12:00 AND CLOSE AT 16:30

This interactive workshop series is designed for modern marketers and CX professionals, offering a deeper dive into four key challenges than the main conference allows.

We'll start by addressing **"Over-Personalisation: Avoiding the 'Creepiness Factor',"** exploring how to leverage AI without alienating customers, maintaining the human touch, and ensuring transparent data collection.

Our highly anticipated session, **"Agentic Personalisation - The Future?"** will delve into how AI agents can anticipate customer needs, covering strategic implementation and the impact on governance and ethics.

Following a networking break, we will discuss **"Creating the Perfect Personalisation vs Privacy Balance,"** emphasising the crucial intersection of personalisation and consumer privacy and highlighting organisational responsibility in data handling. Finally, **"Best Practices for Personalisation in an Omnichannel Environment"** will showcase the power of seamless, personalised experiences across multiple channels, offering actionable insights for overcoming data silos.

By attending these workshops, you will:

› Discover the future of personalisation powered by AI agents and first-party data.

› Tackle pressing challenges related to privacy, customer expectations, and ethical data practices head-on.

› Network with fellow professionals and benefit from collaborative peer learning.

› Walk away with practical strategies and insights ready for immediate implementation in your role.

> **"Personalisation means different things to different companies, and it can feel like a minefield uncovering what it means for your business, how to get started, and how to scale effectively. I'm excited to share my thoughts and experiences with peers across various industries to showcase the transformative power of personalisation."**
>
> Senior Digital Personalisation Manager, **Harrods**

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WORKSHOP AFTERNOON: MONDAY 24TH NOVEMBER

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12:00	Conference Registration & Welcome Lunch

13:00

WORKSHOP A:
OVER-PERSONALISATION: AVOIDING THE "CREEPINESS FACTOR"

The balance between personalisation and full-on creepiness is tricky. With the advances in AI there are now more opportunities than ever for marketers to create personalised campaigns from real-time customer data. But there's a thin line between tailored experiences and digital stalking. When brands get it right, they create loyalty and engagement but when things go wrong, they trigger discomfort and push customers away.
This interactive workshop explores how much personalisation is too much and how businesses draw the line between being helpful and being invasive.

Key topics explored include:
· How to maintain a compelling message around your product
· Exploring the unexpected ways to use personalisation and choose the ones which are the most important
· Balancing automation with human interaction, ensuring you are being clear about your data collection

WORKSHOP B:
AGENTIC PERSONALISATION - THE FUTURE?

Imagine a world where your customers' needs are anticipated and met before they even articulate them. This isn't a distant futuristic theory; it's the tangible reality being shaped by agentic AI. By leveraging AI agents, businesses can now achieve unprecedented levels of hyper-personalisation, deliver proactive and predictive customer service, and operate with remarkable scalability.

But what exactly is agentic AI, and crucially, how does it differ from the powerful GenAI models we're increasingly familiar with?
Join this interactive workshop to demystify agentic AI and discover how to adapt, innovate, and leverage these intelligent agents to secure a competitive advantage. We will explore how AI agents will impact marketing and CX strategies and whether they are the next evolution in personalisation.

Key discussion points:
· Define agentic AI and its core concepts
· Explore the strategic implementation & practical pathway of AI agents
· Share challenges surrounding agent governance, ethics and responsible AI adoption

14:30	Networking Break

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WORKSHOP AFTERNOON: MONDAY 24ᵀᴴ NOVEMBER

15:00

WORKSHOP C:
CREATE THE PERFECT PERSONALISATION VS PRIVACY BALANCE

Personalisation is key to great customer experiences, but it also comes with significant privacy concerns. With 75% of UK consumers worried about their online privacy, businesses face a crucial challenge: how can they leverage personalisation while safeguarding customer data?

This workshop dives into the critical need for companies to take responsibility for how they handle and use personal data. Our expert facilitators focus on personalisation, with privacy boundaries, being achieved when customer data use is a top priority within an organisation

Key discussion points include:
· **Embed data ethics into your company culture:** Learn how to empower employees at all levels to consider the ethical implications of data usage and champion consumer privacy in their daily work
· **Adopt a privacy-first design approach:** Discover how to integrate privacy directly into the core of your product rather than treating it as an afterthought
· **Educate consumers about data practices:** Explore strategies for transparently communicating with customers about what data you collect, why you collect it, and how it will be used

WORKSHOP D:
BEST PRACTICES FOR PERSONALISATION IN AN OMNICHANNEL ENVIRONMENT

Omnichannel marketing campaigns can achieve a 287% higher purchase rate than single-channel campaigns, illustrating thatthe power of personalised omnichannel experiences cannot be overstated. Consumers expect seamless, personalised interactions across multiple channels, and those brands that fail to deliver risk losing their competitive edge.

However, delivering on this promise isn't without its hurdles. Businesses often grapple with challenges like data silos, integration issues, inconsistent messaging, and a fragmented understanding of the customer journey.
Join this interactive workshop as we explore the best practices, which often get overlooked, for creating successful personalisation in an omnichannel environment.

Key talking points include:
• **Mapping the Customer Journey:** Thoroughly understand your customers' paths across all online and offline touchpoints. Identify pain points, moments of truth, and opportunities for personalisation
• **The importance of starting small:** Don't try to personalise everything at once. Begin with a few key channels or customer segments, learn from your results and then expand your efforts
• **Continuous testing:** Personalisation is an ongoing process. Continuously test different approaches, analyse the results, and refine your strategies.
• **Feedback Loops:** Establish mechanisms for collecting customer feedback across all channels and use this feedback to inform and improve your personalisation efforts

16:30 | **Close of Workshop Day**

> "Digital Marketers are a key audience for us and personalisation is a key focus for them, so this event perfectly aligns with our needs. Last year's launch was fantastic; it was just the right size."
>
> Marie Crouan, Senior Manager, Field Marketing, **Optimizely**

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CONFERENCE DAY ONE: TUESDAY 25TH NOVEMBER

08:30	Registration and Welcome Refreshments

09:00	**CHAIRPERSON'S OPENING ADDRESS & INTERACTIVE POLLING**

Our summit commences with an interactive polling session where you can immediately benchmark your personalisation maturity against your peers in the room. This is a unique opportunity to share your key summit goals and identify fellow attendees who can help you conquer challenges in building scalable, ethical, and data-integrated personalisation strategies.

Guiding us through this session and the entire conference is Gianfranco Cuzziol, a renowned CRM & personalisation expert. With over 25 years of experience, Gianfranco has worked with major brands like Natura & Co (Aesop, Avon, Natura, The Body Shop), Dr. Martens, Disney, BMW, adidas, BT, and easyJet.

Gianfranco Cuzziolo, CRM & Personalisation Expert

09:10 ⭐

OPENING KEYNOTE: THE FUTURE OF PERSONALISATION IN A PRIVACY-FIRST WORLD
The privacy revolution is here. With growing consumer awareness, regulatory changes, and the phase-out of third-party cookies, traditional marketing playbooks are being rewritten. Research reveals a striking contradiction: while 81% of consumers prefer brands that tailor experiences to them, 63% are frustrated by irrelevant, impersonal ads. This keynote will explore how marketers can resolve this paradox—delivering powerful personalisation without compromising privacy.

This session will examine how the future of personalisation lies in rebuilding customer trust through transparency and control. Rather than eliminating personalisation, brands must evolve it. That means moving away from third-party tracking and embracing approaches that leverage first-party data, contextual targeting, and privacy-forward technologies. Discover how leading organisations are reframing personalisation as a value exchange—one where users are empowered and informed.

Key discussion points include:
• Meeting expectations: How to align with rising customer demands for data control, transparency, and respect
• Ethical personalisation: Building scalable strategies for consent-based, first-party data collection and usage
• Future-proofing strategies: How top brands are redefining their personalisation tactics to meet global privacy regulations

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09:40	**TECH DEMO: HOW TO BUILD AN AI-DRIVEN PERSONALIZATION PLAYBOOK**

Personalization has always been the promise. AI agents are how we finally deliver it. In this keynote, Mårten Bokedal reveals how AI agents are transforming personalization from a manual, rules-based effort into a self-improving system that scales with every interaction. Drawing from real-world examples and emerging trends, he'll show how marketers and product teams can harness AI to build a new kind of personalization playbookone built for relevance, speed, and scale.

Key takeaways include:
• Why personalization has stalledand how AI agents unlock a new level of automation and performance
• How to structure your personalization flywheel: combining data, content, decisioning, and activation
• Use cases for contextual bandits, LLM-aware experiences, and agent-assisted optimization
• How traffic from ChatGPT and other AI interfaces changes discoveryand what that means for your web experience
This is personalization reimagined not just powered by AI, but orchestrated by it.
Mårten Bokedal, Senior Solutions Strategy Director, **Optimizely**

Optimizely

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CONFERENCE DAY ONE: TUESDAY 25TH NOVEMBER

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10:10	**CASE STUDY: UNLOCKING ATTENTION: UBER'S EYE-TRACKING INSIGHTS FOR PERSONALISED ADVERTISING**

**CASE STUDY: UNLOCKING ATTENTION: UBER'S EYE-TRACKING INSIGHTS FOR PERSONALISED ADVERTISING**

The promise of personalised advertising is immense: delivering the right message to the right person at the right time. However, if that perfectly tailored message flashes across a screen unnoticed, its potential is entirely wasted. Traditional metrics like impressions or clicks don't fully capture whether an ad truly resonated or even registered with the viewer. This gap in understanding led Uber to invest in a sophisticated eye-tracking system to measure actual visual attention.

Uber deployed an advanced eye-tracking methodology to observe how passengers interact with in-app advertisements during their rides. The study focused on personalised ads, aiming to understand the duration of attention these ads commanded. The key finding was both insightful and encouraging: people in Ubers, on average, dedicated approximately 6.6 seconds of attention to personalised advertisements with anything over 2.5 seconds of attention consistently led to demonstrable brand recall.

Join this session to learn more about Uber's eye tracking strategy, in particular, we will focus on:
- Why attention is the new currency in personalised advertising
- How the 2.5-second recall threshold is a game-changer
- The pros and cons of in-transit environments offering unique attention opportunities

Paul Wright, Head of EMEA, **Uber Advertising**
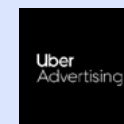
10:40	**Morning Coffee & Networking**

''I liked the diverse range of attendees, from sports organisations like the Rugby Union team and LTA, to major retailers like Asda and brands like Lego''

George Cairns, Head of Product Personalisation, **Lloyds Banking Group**

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11:10

STREAM A:
CUSTOMER DATA & PRIVACY

LAYING THE FOUNDATIONS FOR HYPER-PERSONALISATION: LEVERAGING YOUR CUSTOMER DATA AND MARTECH TO ENSURE NO SIGNAL IS MISSED

Data challenges often torment customer-facing teams. With the rapid advancements in AI, overcoming these data hurdles has become more urgent than ever. To truly unlock the potential of hyper-personalisation, businesses must centralise data collection and move beyond siloed approaches.

Join this session to learn how JLR is consolidating customer data from various sources to create a unified customer view. This comprehensive approach enables a deeper understanding of customer behavior, preferences, and needs, leading to significantly more effective personalisation strategies. The team from JLR will discuss how historically personalisation has been driven primarily by using data collected within marketing-led domains. However, true hyper-personalisation demands a broader perspective. They will explore how leveraging data from the broader commercial domain and wider enterprise can supercharge personalised experiences and enhance decision-making.

Key discussion points:
- **Overcoming data silos:** Discover practical tactics for unifying customer data across diverse teams, tools, and channels, ensuring a comprehensive 360-degree customer view
- **Operationalising personalisation:** Learn how to transform data insights into real-time, personalised experiences across both digital and physical touchpoints
- **Measuring success and ROI:** Explore key performance indicators to prove the tangible value of data integration in your customer experience initiatives

Chris Parker, Global Head of Customer Data, **JLR**
Benjamin Cheadle, Head of Customer and Marketing Analytics, **JLR**

STREAM B:
CONTENT & JOURNEY ORCHESTRATION

CASE STUDY: LYCA MOBILE'S DYNAMIC JOURNEY MAPPING & MULTICHANNEL PERSONALISATION STRATEGY

Join this session to explore how Lyca Mobile is revolutionising customer engagement through sophisticated dynamic journey mapping and hyper-personalisation across every touchpoint. This session will delve into the strategic imperatives and practical applications of creating seamless, relevant, and proactive customer experiences in today's complex mobile landscape.

Key discussion points include:
- **Designing journeys across web, app, store, and service:** Learn how Lyca and their team map out the diverse paths customers take from initial discovery on their website or app, through in-store interactions, to ongoing engagement with customer service channels
- **Leveraging behavioural triggers and dynamic rules:** Uncover the power of real-time data and advanced analytics in driving personalisation. This session will highlight how Lyca Mobile identifies behavioural triggers and applies dynamic rules to adapt the customer journey in real-time
- **Ensuring fluid transitions between touchpoints:** Explore how Lyca Mobile prioritises fluidity, ensuring that a customer starting an inquiry on the app can seamlessly continue it with a service agent, or that an online browsing session can inform an in-store recommendation

Abhineet Kesarwani, Regional Director, Customer Value and Experience, **Lyca Mobile**

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STREAM A:
CUSTOMER DATA & PRIVACY

REAL-TIME DATA ACTIVATION: FROM STATIC SEGMENTS TO STREAMING CONTEXT

Customer expectations have evolved. They no longer just want personalised experiences; they demand relevant experiences, delivered at the exact moment of need. This is the power of real-time data activation. In fact, companies leveraging real-time data analytics see an average 25% increase in customer acquisition and retention. Lloyds Bank is harnessing this power to elevate customer satisfaction and drive engagement.

The ambition at Lloyds Bank is to design seamless and intuitive customer journeys across all touchpoints. The challenge? Ensuring that the context of a customer's interaction is immediately understood and acted upon. Legacy infrastructure, data fragmentation and governance concerns make real-time activation difficult to implement at scale.

Join us to learn how Lloyds Banking Group is shifting from a channel-centric view to customer-centric orchestration, ensuring that actions taken in one channel inform and enhance experiences in another.

This session will explore how to move from batch-based strategies to real-time CX, focusing on:
- Architecting for real-time: Building modern data infrastructure that supports streaming ingestion, low-latency processing, and in-the-moment decisioning
- From segments to signals: Techniques to evolve from pre-defined customer segments to using real-time behavioral triggers
- Enabling cross-functional collaboration: Frameworks for aligning IT, marketing, and analytics teams to operationalise real-time capabilities

George Cairns, Head of product personalisation, **Lloyds Banking Group**

STREAM B:
CONTENT & JOURNEY ORCHESTRATION

TECH DEMO: DRIVE LONG-TERM CUSTOMER LOYALTY WITH DUNNHUMBY

Loyalty initiatives are crucial for cultivating lasting customer value. Join this tech demo to discover how Dunnhumby empowers your brand to build a robust understanding of customer needs, leading to improved decision-making and increased loyalty through omnichannel personalisation. Learn how to deliver tailored recommendations and ensure a highly relevant experience at every stage of the customer journey.

Key takeaways include:
- Strategies for successful real-time personalisation, both online and offline
- Developing personalisation that maps cross-channel behaviour
- The importance of continuous performance measurement and strategy refinement

Ben Snowman, Head of Loyalty and Personalisation, **Dunnhumby**   dunnhumby

12:10

STREAM A:
CUSTOMER DATA & PRIVACY

THE PRIVACY-FIRST FUTURE OF PERSONALISATION: UNLOCKING ROI WITH FIRST-PARTY BEHAVIORAL DATA

In today's digital landscape, consumer privacy concerns are paramount. A recent survey highlights this, revealing that a significant majority of consumers are highly concerned about the privacy of their personal identity when shopping online. This concern spans generations, with Baby Boomers (68.1%) and Gen-X (64.2%) leading the charge, and over half of Millennials and Gen-Z also expressing similar sentiments.

How can brands deliver the personalised experiences consumers crave while respecting their privacy? The answer lies in a robust first-party customer behavioral data strategy.

Join this essential session to discover how leveraging comprehensive first-party behavioral data empowers brands to future-proof their personalisation efforts. We'll explore how this approach not only accelerates customer engagement and retention but also demonstrates tangible ROI from your marketing investments.

Key discussion points Include:
- Understanding the privacy landscape: A deeper dive into consumer privacy concerns across generations and the impact on personalization strategies
- The power of first-party data: How collecting and utilising direct customer behavioral data builds a foundation for ethical and effective personalisation
- Future-proofing personalisation: Strategies for adapting to evolving privacy regulations and consumer expectations
- Accelerating engagement & retention: Practical approaches to using first-party data to create highly relevant and engaging customer journeys

STREAM B:
CONTENT & JOURNEY ORCHESTRATION

PERSONALISING THE FULL LIFECYCLE: HOW LE CHAMEAU DROVE A 62% INCREASE IN LIFETIME CUSTOMER VALUE

Over the past year, Le Chameau has transformed its customer communication strategy, moving beyond industry buzzwords to focus on actionable personalisation techniques that deliver tangible business results. By deeply analysing how they connect with their customer base, Le Chameau implemented a new approach that prioritised functional efficiency and profitability.

This strategic shift led to an astounding 3,600% increase in email productivity by personalising both the timing and content of their communications based on customer intent. Ultimately, this focus on the full customer lifecycle, from onboarding to retention, has driven a remarkable 62% increase in lifetime customer value over the last 12 months, along with an 80% retention rate of new customers.

Join this session to discover how Le Chameau redefined its personalisation strategy to achieve such impressive outcomes.

We'll cover key topics, including:
- Mapping tailored tactics to each customer lifecycle phase
- Implementing triggered communications and nudges that boost retention
- Effectively measuring the impact on customer loyalty, lifetime value and churn

Aaron Smedley, Chief Digital and Marketing Officer, **Le Chameau**

12:40 | Networking Lunch

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PANEL DEBATE: PANEL THE RISE OF THE ETHICAL CUSTOMER – WHAT DO THEY EXPECT?

Customers are increasingly aware of their digital footprint, and with this awareness comes a growing expectation for responsible data handling. The rise of personalised experiences, while incredibly powerful, has also introduced a significant ethical challenge: how can we use data to deliver relevant individual experiences without jeopardising consumer trust?

This panel discussion will tackle the pressing need for marketers to strike a balance between the potential of personalisation and the crucial importance of ethical practices.

Our expert key opinion leaders will offer practical insights for building a future of trusted personalisation, focusing on:
- Cultivate value-led engagement: Discover how aligning your data practices with customer values fosters deeper trust and stronger relationships.
- Master transparent & fair data practices: Learn practical strategies for communicating data usage clearly and ensuring equitable treatment of customer information.
- Transform ethics into a loyalty & reputation advantage: Understand how prioritising ethical data stewardship becomes a powerful differentiator, driving brand loyalty and enhancing reputation.

Aswin Peter, Customer Experience and Payment Strategy, **British Gas**
Hazem EL Taha, Customer Experience and Product Strategy, **HSBC**
Antonio Pellegrino, Principle CVM MarTech Enterprise Architech, **Vodaphone**

14:10

STREAM C:
TRUST & AI IN PERSONALISATION

PANEL DISCUSSION: IS AI THE FUTURE OF UNLOCKING PERSONALISATION AT SCALE?

AI-driven personalisation has demonstrated unprecedented opportunities. By leveraging Generative AI organisations can manage vast datasets in real time, identifying customer needs and behaviors. This enables CX and marketing leaders to anticipate trends and deliver solutions that resonate deeply with their audiences. In practice, this means moving beyond traditional customer segmentation to true individualisation.

However, these advancements come with a mandate: to balance innovation with ethics, scale with transparency, and efficiency with humanity. Ultimately, it's not just about buying technology: it's about buying outcomes that enhance customer experiences.

Join this panel discussion as we explore the foundational elements businesses need to achieve personalised experiences at scale through AI. We'll discuss crucial considerations for ensuring ethical and transparent personalisation that delivers real value, enhances customer loyalty, and increases lifetime value.

Key discussion points will include:
· **Invest in continuous iteration:** AI-driven personalisation needs constant fine-tuning to remain effective in rapidly changing markets
· **Aligning AI-driven personalisation with strategic goals:** Leaders must ask: How are we using AI-driven personalisation to not only meet customer needs but redefine success?
· **Balance technology and human insight:** The most effective personalisation strategies combine AI-driven insights with human expertise

Janis Thomas, Managing Director, **Look Fabulous Forever**

STREAM D:
OPERATING MODELS & SCALING SUCCESS

PERSONALISATION OPERATING MODELS: CENTRALISED VS. FEDERATED

As organisations scale their personalisation efforts, a fundamental question emerges: what is the optimal operating model? The choice between a centralised and federated approach significantly impacts everything from execution speed to brand consistency. Getting this right is crucial for translating personalisation strategy into tangible business results.

This session will provide a comprehensive exploration of these two dominant personalisation operating models, examining their inherent strengths, weaknesses, and the strategic implications of each.

Key discussion points include:
· **Trade-offs between control and agility:** Explore the critical trade-offs between control and agility inherent in centralised and federated personalisation
· **Governance models for federated brand teams:** Learn about practical governance models that enable local autonomy while ensuring overarching strategic alignment and data integrity
· **Hybrid frameworks:** Discover, practical examples of how businesses combine elements of both centralised command and federated execution to achieve optimal results

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STREAM C:
TRUST & AI IN PERSONALISATION

PANEL DISCUSSION: PREDICTIVE PERSONALISATION: AI & ML MODELS IN LIFECYCLE JOURNEYS

As brands strive to deliver tailored experiences, the integration of AI in predictive analytics has emerged as a game-changer, enabling marketers to anticipate customer needs and behaviors with unprecedented accuracy. As a result, the question isn't whether to adopt AI but how to integrate it meaningfully across the entire CRM lifecycle.

In this session our panel of key opinion leaders discuss how AI and ML are reshaping customer experiences by enabling brands to move from reactive engagement to proactive, predictive personalisation at scale.

Key discussion areas include:
- Dynamically adapting customer journeys using real-time behavioral signals
- Core capabilities required for leveraging streaming and contextual data
- Addressing challenges around data latency and system responsiveness

Nessa O'Gorman, Global Product CRM Strategist, **Expedia Group**
Zeke Zhiqian, Global CRM Program Manager, **Nissan Motor Company**

STREAM D:
OPERATING MODELS & SCALING SUCCESS

KPIS, ATTRIBUTION AND ROI OF PERSONALISED EXPERIENCES

The true triumph of any personalisation effort isn't just in crafting compelling experiences, but in definitively proving their impact. Understanding what resonates with different audiences, through various messaging tactics, at precise moments in their customer journey, is paramount.

However, the path from personalisation strategy to measurable success is fraught with complexities. Data fragmentation across a multitude of channels creates an incomplete and disjointed view of the customer, making it incredibly challenging to accurately track individual journeys.
Join this session to uncover actionable strategies for embedding robust KPIs into your personalisation framework, effectively demonstrating tangible ROI, which is crucial for securing sustained funding for your strategic initiatives.

Key Discussion Points:
- **Measuring uplift and performance:** Learn how to establish effective control groups and design rigorous A/B/n tests that isolate the true, additional value created by personalisation
- **Mastering attribution in cross-channel journeys:** Explore advanced attribution models and techniques that move beyond last-click biases, enabling you to more accurately credit the influence of personalised touchpoints across diverse channels
- **Linking personalisation to core business KPIs:** Discover how to build compelling business cases that clearly articulate how personalisation drives these customers' loyalty and retention

Jivesh Juneja, Head of Data Products, **Nissan Motor Company**

> "Last year's event was really good. What truly set it apart was the intimate setting, which made networking effortless and fostered a real connection between speakers and the audience."
>
> George Cairns, Head of Product Personalisation, **Lloyds Banking Group**

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15:10

STREAM C:
TRUST & AI IN PERSONALISATION

AVOIDING PITFALLS IN AI DRIVEN CONTENT GENERATION

Personalised AI can transform content creation by analysing real-time data from social media activity and user-specific buying behaviors, allowing marketers to create highly tailored content for specific groups. This can lead to enhanced SEO, overcome writer's block, and can prove to be incredibly cost-effective.

However, while AI brings valuable efficiencies to content creation, it also poses some challenges that make its implementation more complex. AI-generated content can lack the emotional depth that human writers bring, which can lead to messaging that feels impersonal. Additionally, AI is highly data-dependent; if it's trained on outdated data, it may produce content that is not only irrelevant but potentially misleading, creating quality concerns.

In this session, we'll explore practical strategies for tackling these issues, focusing on how to:
· **Ensure accuracy and relevance with human supervision:** Discover why human oversight is non-negotiable for maintaining high-quality, impactful content
· **Train AI on brand assets:** Learn how to "teach" AI your unique brand voice to ensure consistency
· **Establish style guides and "Do Not Use" lists:** Implement clear guidelines to control AI output and maintain brand integrity

STREAM D:
OPERATING MODELS & SCALING SUCCESS

LAYING THE FOUNDATION FOR SUCCESS THROUGH A PERSONALISATION CENTRE OF EXCELLENCE

A Personalisation CoE isn't just a nice-to-have; it's absolutely crucial for any business aiming to truly scale and embed personalisation deep within their customer journey. A well-structured CoE ensures consistency across all customer touchpoints, standardises how you measure ROI, and fosters a culture of shared knowledge and continuous improvement.
However, the journey to establish a robust Personalisation CoE is often fraught with challenges. Organisations frequently grapple with fragmented data, siloed teams that resist change, and significant hurdles in integrating complex technologies. Overcoming these obstacles is key to unlocking the full potential of your personalisation efforts.

Join this session as we explore the foundational elements for building a successful Personalisation CoE that delivers true, scalable personalisation. We'll dive into:
· **Developing playbooks, training, and tooling for Impact:** Discover how to create comprehensive playbooks that document best practices and processes, ensuring consistency and efficiency across all personalisation initiatives
· **Structuring your CoE for support and scale:** Delve into various models for structuring your Personalisation CoE, whether it's a fully centralised team, a federated network, or a hybrid approach
· **Lessons learned from early adopters:** Uncover crucial lessons learned from early adopters in building their Personalisation CoEs

15:40	Afternoon Coffee & Networking

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CONFERENCE DAY ONE: TUESDAY 25TH NOVEMBER

16:10

INNOVATION SPOTLIGHT: VALUES-BASED PERSONALISATION

Value-based personalisation shifts the focus from "what can we get from the user?" to "what can we give the user that truly enriches their experience and meets their genuine needs?" In order to achieve true personalisation, organisations must incorporate values and purpose into hyper-personalisation strategies, balancing empathy, equity and relevance.

During this session we'll uncover how leading organisations are leveraging data and AI to deliver tailored experiences that align with individual customer needs, goals, and well-being, rather than just optimising for immediate commercial gains.

Key discussion points include:
- The strategic distinction between traditional and value-based personalisation
- How to identify and measure genuine customer value
- Practical data strategies

16:30

PANEL DISCUSSION: WHERE PERSONALISED EX DELIVERS PERSONALISED CX

The link between EX and personalisation is a virtuous circle. Content employees deliver personalised customer interactions and improve experiences. This in turn reduces customer churn, resulting in satisfied and loyal consumers.
In this panel discussion we explore how brands can invest in their teams to ensure seamless personalised experiences are delivered to customers.

Key talking points include:
- The importance of fostering a culture of customer centricity
- Investing in training and development
- Promoting employee recognition and feedback

''**This agenda looks impressive and covers key ground**''

Neil Thornton, Senior Digital Personalisation Manager, **Harrods**

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CONFERENCE DAY ONE: TUESDAY 25ᵀᴴ NOVEMBER

17:00 | **ROUNDTABLES:** YOUR FORUM FOR COLLABORATIVE INSIGHT

These interactive, informal sessions offer a unique opportunity to step away from formal presentations and engage in lively, peer-led discussions. Connect with industry colleagues, share your challenges and successes, and collectively explore innovative solutions in a relaxed, open environment. It's an ideal space for deep reflection, practical problem-solving, and expanding your professional network across diverse sectors

Discussion topics include:
- **Personalisation's Billion-Dollar Bluff:** Is Your ROI Just a Marketing Fairy Tale?
- **Beyond the Blueprint:** Navigating Successful Tech Integration
- **Generative AI and Personalisation:** Unleashing Creativity While Maintaining Brand Voice
- **Personalisation Roulette:** Are Your 'Safe' Pilots Actually Hiding Risky Blind Spots?
- **The Loyalty Illusion:** Can Personalisation Truly Earn Love, or Just Manipulate Behavior?
- **The Personalisation Paradox:** Why One-Size-Fits-All Data is Still Drowning Your 'Tailored' Experience
- **Internal Culture:** Trusting the Personalised Strategy

Frank Martinez, Head of Customer Experience, **Corpay**
Darren Kent, IT Marketing Platform Manager, **Aviva**

Corpay^   AVIVA

17:45 | **NETWORKING DRINKS RECEPTION**

18:30 | **End of Day One**

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CONFERENCE DAY TWO: WEDNESDAY 26TH NOVEMBER

08:30	**Morning Refreshments and Networking**

09:00 ⭐ **CHAIR'S OPENING KEYNOTE**
Setting the goals for conference day two

09:10

CONFERENCE WIDE GAME
Join us for a lively and interactive conference-wide game that will spark debate and discussion on key industry topics.

How it Works:
1. **Controversial Statement:** IQPC will present a thought-provoking / controversial statement related to one of the conference themes
2. **Choose Your Stance:** Move to the clearly marked area in the room labeled "Agree," "Disagree," or "Undecided"
3. **Share Your Perspective:** Join a group discussion and share your reasons for choosing your stance
4. **Revisit the Statement:** After the discussion, we will re-ask the original statement and invite participants to reconsider their position based on the insights gained

This interactive game is an engaging way to network, explore different viewpoints, challenge your assumptions, and learn from your peers.

10:00

LESS IS MORE: THE PRODUCT ADOPTION CURVE FOR NEW ENERGY: HOW PERSONALISATION CAN WORK FOR INNOVATORS EARLY ADOPTERS AND MAJORITIES

Transition to renewables is changing the way we supply energy. At E.ON, we call this 'New Energy'. This is the opportunity to give consumers choices about the value-for-money and convenience of one of the most important (but intangible) products in their lives.
Personalisation underpins this opportunity.

The cost to supply energy will depend on how, when and where it is generated, used, stored, and returned, every second of every day. A product experience that turns this into simple, intuitive choices, based on an individual's (ever changing) behaviours and the technology in their home, will make New Energy work so it's sustainable, affordable, for everyone.

Join E.ON in this session as we explore the complexities of scaling personalisation in an industry where the stakes are uniquely high. We'll dive into:
• **Energy as a service, not a commodity:** Understanding the unique challenges and opportunities of personalising a product customers can't opt out of
• **AI-Powered personalisation:** Discovering how artificial intelligence can help target diverse customer segments and deliver tailored experiences at scale
• **The "less is more" approach:** Strategies for optimising customer touchpoints to provide effective personalisation without overwhelming or disengaging your audience

Andy Sage, Head of Propositions and Partnerships, **E.ON**

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10:30

CX PERSONALISATION CASE-STUDY: A YEAR IN PERSONALISATION: BRITBOX'S PATH TO DOUBLED HOMEPAGE CTR AND END-TO-END CUSTOMER JOURNEY OPTIMISATION

Join us for an insightful look into BritBox's journey over the past year, where a dedicated focus on personalisation has led to a near-doubling of homepage Click-Through Rate. This session isn't just about a single metric; it's a deep dive into the strategic and operational shifts required to truly optimise the entire customer journey through personalisation, moving beyond the homepage to impact every touchpoint.

BritBox will share the realities of this transformation, acknowledging that significant gains don't happen overnight. Discover the challenges they faced, the lessons learned, and the tangible steps that allowed the organisation to unlock the power of personalised experiences. This session is designed for marketers keen to understand the practicalities of implementing effective personalisation strategies that deliver real business impact across the full customer lifecycle.

Key discussion points
- The importance of clearly defining the context and KPIs for personalisation — treat it as a tool, not an outcome
- Strategies to establish a robust testing framework to measure the impact of personalisation efforts
- Getting your data in shape – ensuring you have the right data foundations in place

Damien Read, Personalisation Expert, **BritBox International**

11:00 | **Morning Refreshments & Networking**

11:20

LIGHTENING SESSION: DISCOVER HOW PERSONALISATION BOOSTS LOYALTY

The hyper-personalisation trend is here to stay, and loyalty programs are at the forefront of the revolution. While most loyalty programs offer generic rewards to customers regardless of their preferences, this lightening session explores how the future of optimising customer loyalty and improving LTV lies in personalising loyalty programmes and rewards.

Join this session to learn how personalisation can:
- **Build trust and reliability:** When you consistently deliver relevant content, recommendations, and support, customers see your brand as a reliable partner. This makes them less likely to switch to competitors
- **Deliver tailored recommendations:** By analysing past purchases and preferences, brands can provide highly relevant product or service recommendations. This significantly increases the chances of repeat purchases and cross-sells
- **Reduce churn:** When customers feel valued and receive relevant experiences, brands dramatically cut down the likelihood of them leaving for a competitor

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11:30

LIGHTNING SESSION: **MASTERING PERSONALISATION FOR EMAIL MARKETING SUCCESS**

In today's digital landscape, our inboxes are overflowing, and generic messages are almost always ignored. To truly capture attention, your emails need to feel relevant and personal. This isn't just about making a good impression; personalised emails have been proven to significantly enhance the customer experience leading directly to higher ROI and improved conversion rates.

However, the path to effective email personalisation isn't without its challenges. Issues like data fragmentation and quality, the complexities of creating dynamic content, and crucial ethical considerations, alongside a lack of a clear strategy, can all impact your email open rates.

This lightning session dives into practical strategies for overcoming these hurdles, ensuring your email personalisation efforts are impactful. We'll explore:
· **The power of personalised subject lines:** Discuss how a highly relevant subject line can dramatically increase your open rates, setting the stage for engagement
· **The importance of behavior-triggered emails:** Explore how timely, relevant messages significantly boost engagement and drive conversions by meeting customers where they are in their journey
· **Urgency to drive action:** Learn how to craft calls to action that motivate without overwhelming, leading to quicker decisions and higher conversion rates

11:45

PANEL DEBATE: **FROM DATA TO DIFFERENTIATION – DRIVING MEANINGFUL PERSONALISATION AT SCALE**

Personalisation is more than just tailored recommendations; it's about crafting seamless, meaningful experiences that build lasting loyalty and trust. In fact, a 2024 report indicates that businesses excelling in personalisation can see up to a 40% increase in revenue growth compared to their competitors. The secret to this success lies in leveraging data to create truly impactful and distinctive customer experiences. Think of data as the language customers use to express their needs and preferences, and the fuel that powers the sophisticated systems behind meaningful, scalable personalisation.

Join our expert panel as we explore how to maximise your consumer data to drive genuine, scalable personalisation.

Key discussion points will include:
· **Unlocking value:** Discover the importance of extracting insights from your first-party and behavioral data
· **Real-time activation:** Learn how to connect those insights directly to real-time personalisation efforts
· **Foundations for scale:** Discuss the essential operational models and data infrastructures needed for successful omnichannel personalisation at scale

Zack Wragg, Global Head of Optimisation and Delivery, **Merlin Entertainments**
Chris Parker, Global Head of Customer Data, **JLR**
Aislinn Mallon, Head of CRM Engagement, **The Guardian**
Billy Cheng, Head of Customer Data Activation, **L'Oreal**

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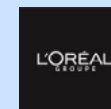
CONFERENCE DAY TWO: WEDNESDAY 26TH NOVEMBER

12:15	**ROUNDTABLES: YOUR FORUM FOR COLLABORATIVE INSIGHT**
	These interactive, informal sessions offer a unique opportunity to step away from formal presentations and engage in lively, peer-led discussions. Connect with industry colleagues, share your challenges and successes, and collectively explore innovative solutions in a relaxed, open environment. It's an ideal space for deep reflection, practical problem-solving, and expanding your professional network across diverse sectors.

Discussion topics include:
- The tech takeover: Is AI pushing trust to a breaking point?
- Is personalisation CoE stifling progress instead of making it?
- Are your personalisation metrics proving progress or propping up a flawed strategy?
- Strategies to align cross-functional teams on customer journeys |

13:00	**Closing Remarks**

13:05	**End of Conference**
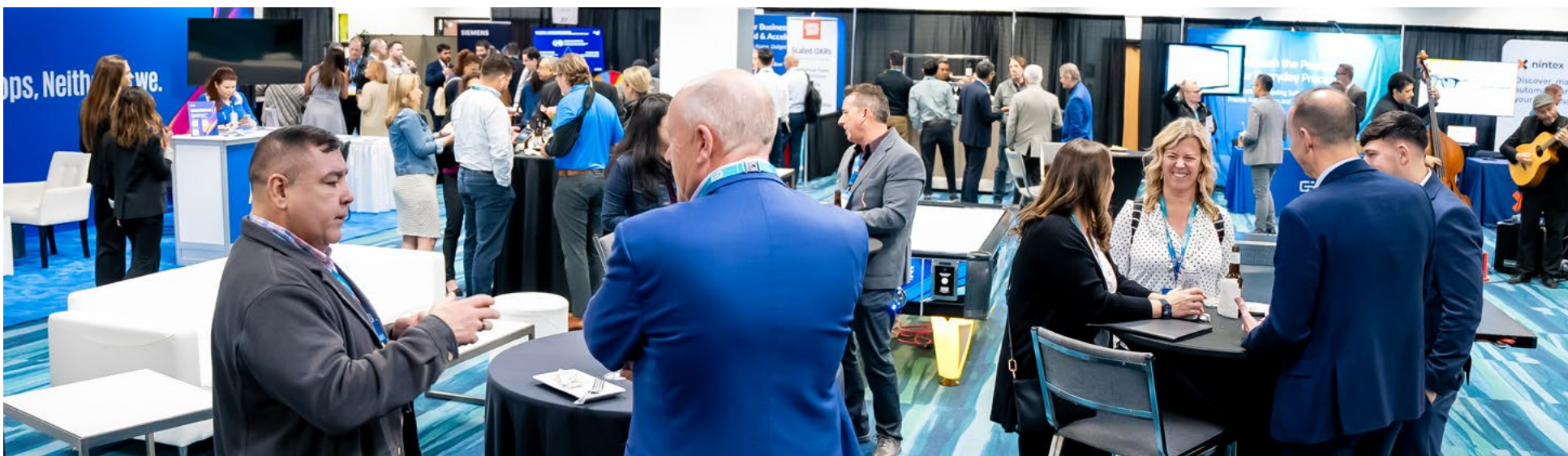
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WHO WILL YOU MEET AT THE PERSONALISATION SUMMIT?

Experts and professionals from a wide scope of consumer brands, including Retail, Fashion, Electronics, Automotive, Financial Services, Telecoms, Entertainment, Media, Travel, Hospitality and many more.

You will meet leaders representing various functions such as:

- Personalisation
- Customer Experiences
- Marketing & Digital Marketing
- Customer Data Platforms
- CRM & Loyalty
- Analytics & Insights
- Marketing Technology
- Digital Engagement

WHO'S IN THE ROOM? INDUSTRY REPRESENTATION AT A GLANCE

THREE KEY AUDIENCE PERSONAS:

Heads of Personalisation will find value in sessions focused on scaling personalisation efforts across various channels. The conference will also explore strategies for creating seamless omnichannel experiences, ensuring customer journeys are cohesive, regardless of the touchpoint. A significant emphasis will be placed on best practices for respecting customer privacy while simultaneously building unified customer views to gain a holistic understanding of individual preferences and behaviours.

For Directors of CRM, the conference offers critical insights into two paramount areas: achieving a truly unified customer view and upholding the highest standards of customer privacy. Sessions will explore data integration and management.

Finally, **Directors of Marketing** will benefit significantly from content centred on scaling personalisation across the entire customer lifecycle. The conference will provide actionable strategies and case studies on how to personalise interactions from initial awareness to post-purchase engagement, optimising every stage of the customer journey.

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Sponsorship is the most effective solution to share your company's idea to senior professionals from across the marketing and customer experience industry, who are searching for actionable personalised marketing solutions to their current business challenges.

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24-26 November 2025

Hilton London, Syon Park, London, UK

3 Ways to Register

Web: www.iqpc.com/events-personalisation-summit
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Email: enquire@iqpc.co.uk

PRICING AND REGISTRATION INFORMATION

PASS INCLUDES:

	Gold	Silver
Main Conference (25-26 November)	✔	✔
Main Conference (25-26 November) & Workshop Afternoon (24 November)	✔	✖

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EARLY BIRD OFFER 3 Register & Pay by Friday 26th September	£2,799 SAVE £200	£1,799 SAVE £200
EARLY BIRD OFFER 4 Register & Pay by Friday 24th October	£2,899 SAVE £100	£1,899 SAVE £100
Standard Price	£2,999	£1,999

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ACCOMMODATION AND VENUE

Hilton London, Syon Park, London, UK
For updates on the venue and accommodation information please visit https://www.aidataanalytics.network/events-generative-ai-for-marketing

Travel and accommodation are not included in the registration fee.

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