

# How AI is Driving Customer Engagement through Data, Creativity and Technology in Marketing

Tuesday 20 January  
Standard Life House

9.00am **Registration and Refreshments**

9.30am **Welcome and Introduction**

Anneli Ritari-Stewart, Head of Digital and AI Marketing, Royal London

9.40am **DMA AI Insight from Customer Engagement Skills 2025**

Scott Logie, Chair of Customer Engagement Committee, DMA

10.00am **AI Skills Panel – The Human Algorithm: Customer Loyalty Through AI Creativity**

Ed Vickers, Chief Technology Officer and Director of AI Innovation, Loop Agencies

Rosie Lloyd, Design & Optimisation Consultant, Phoenix

Mandy Bath, Head of Technical AI, Merkle

Toby Rogers, Head of Product, hedgehog lab

10.30am **AI Marketing Customer Engagement That Actually Works – Insights from the DMA Awards AI Category Judges**

Gavin Hilton, Strategic Consultant, The Liberty Guild

Meg Gatenby, Head of Marketing Technology, NatWest

Jennifer Bailey, Creative Director, The Dragonfly Agency

Jenni Kettunen, Head of Marketing - Enterprise & Emerging Partnerships, Skyscanner

Chris Foley, CEO, Optima Partners

10.55am **Closing Comments**

Anneli Ritari-Stewart, Head of Digital and AI Marketing, Royal London

11.00am **Finish**