

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



Tuesday 20 January  
Standard Life House

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| 9.00am  | <b>Registration and Refreshments</b>  |
| 9.30am  | <b>Welcome and Introduction</b><br>Anneli Ritari-Stewart, Head of Digital and AI Marketing, Royal London  |
| 9.40am  | <b>DMA AI Insight from Customer Engagement Skills 2025</b><br>Scott Logie, Chair of Customer Engagement Committee, DMA  |
| 10.00am | <b>AI Skills Panel – The Human Algorithm: Customer Loyalty Through AI Creativity</b><br>Ed Vickers, Chief Technology Officer and Director of AI Innovation, Loop Agencies<br>Rosie Lloyd, Design & Optimisation Consultant, Phoenix<br>Mandy Bath, Head of Technical AI, Merkle<br>Toby Rogers, Head of Product, hedgehog lab   |
| 10.30am | <b>AI Marketing Customer Engagement That Actually Works – Insights from the DMA Awards AI Category Judges</b><br>Gavin Hilton, Strategic Consultant, The Liberty Guild<br>Meg Gatenby, Head of Marketing Technology, NatWest<br>Jennifer Bailey, Creative Director, The Dragonfly Agency<br>Jenni Kettunen, Head of Marketing - Enterprise & Emerging Partnerships, Skyscanner<br>Chris Foley, CEO, Optima Partners |
| 10.55am | <b>Closing Comments</b><br>Anneli Ritari-Stewart, Head of Digital and AI Marketing, Royal London  |
| 11.00am | <b>Finish</b>   |