

ACE INSPIRE

SUBSCRIPTIONS WORKSHOP

Grosvenor House Hotel,
Park Lane, London W1K 7TN

Wednesday 8th December 2021

8.30 am – 11.30am



ace *Inspire*

“DISCOVER, UNDERSTAND AND
DEVELOP THE RELATIONSHIP WITH
YOUR SUBSCRIBER”

FOCUSED ON BEST PRACTICE & CASE STUDIES

Each delegate attending the Subscription Workshop will be inspired by **real-life examples of award-winning work**, from a variety of publishers across a selection of different titles and sectors.

Attendees will come away with **practical ideas** for improving their existing campaigns, new ideas to consider testing, as well as **checklists** to use in their day-to-day marketing activities.

Highly experienced subscription marketers will present each session, providing case studies, talking through best practice, innovation, strategic context and the various challenges of campaign planning and delivery .

The morning will wrap-up with a Q&A session, with a panel of industry experts joining the presenters to answer questions from the audience.

If you are new to subscription marketing or seeking to enhance your skills and campaigns, this Subscription Workshop is not to be missed

TICKET PRICE

Per Delegate

£99.00 - order online at www.acecirculation.com/events

AGENDA

8.30am – 9.00am

Registration & Refreshments

9.00am - 9.10am

WELCOME

Carola York, ACE Trustee

9.10am - 9.35am

LESSONS FROM THE BEST: CASE STUDIES FROM NMA WINNERS

James Nicholson, Head of Campaign Marketing, **New Scientist**

Winner of Subscription Campaign of the Year Award

9.35am – 10.00am

Lauren Drew, Head of Marketing, **Investors Chronicle**

Winner of Subscription Publication of the Year Award

10.00am - 10.25am

LESSONS FROM THE BEST: RETENTION

Abi Spooner, Customer Strategy Officer, **Dennis**

10.25am - 10.50am

TBC, award-winning example from the newspaper sector

10.50am – 11.30am

ASK ME ANYTHING: INDUSTRY PANEL Q&A

Speakers from Future, New Scientist, Investors Chronicle, Dennis & others to be confirmed

Chair: Carola York, ACE Trustee

11.30am

Close

The event will finish in time to allow delegates to attend the **ACE Christmas Lunch** which starts immediately after the Workshop.