

JOINT EVENT BETWEEN BEDFORD  
COLLEGE AND THE BEDFORD BRANCH  
OF THE BRITISH COMPUTER SOCIETY

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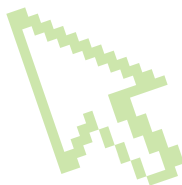
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Thursday 9 February 2012  
6:00pm—8:00pm

Studio Theatre, Bedford College  
Cauldwell Street, Bedford MK42 9AH

# Hitting the Mark — Effective Email Marketing



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**GUEST SPEAKER:**

Tink Taylor, Chief Operating Officer, dotDigitalGroup



Tink is one of the founding directors of the dotDigital Group PLC ([www.dotDigitalGroup.com](http://www.dotDigitalGroup.com)), established in 1999 as a full-service digital marketing agency, and is also an elected member of the Email Marketing Councils at both the DMA and IAB. Tink is a hugely popular speaker at digital and email marketing events.

# HITTING THE MARK – EFFECTIVE EMAIL MARKETING

Continuing the programme of highly successful events held at Bedford College, there will be another joint British Computer Society (BCS) and Bedford College free evening lecture on Thursday 9 February 2012.

“Hitting the Mark – Effective Email Marketing” is the topic of a talk by Tink Taylor, Chief Operating Officer, dotDigitalGroup

This event is for every marketer who wants to learn the industry secrets and techniques for creating email campaigns that get delivered, opened and acted on.

- Benefit from the practical lessons gained from an exposé of High Street retailers’ email marketing campaigns.
- Learn from the successes and failures of some of the UK’s biggest online brands.
- Ensure you have the checklist for email best practice, hints and tips - as well as the industry must read – “Hitting the Mark” email marketing benchmark report.

## AGENDA:

- 6.00pm** Registration, refreshments and networking
- 6.30pm** Introduction  
Hitting the Mark – Effective Email Marketing
- 7.20pm** Opportunity to question the speaker
- 7.45pm** Thanks  
Opportunity to network and talk to the speaker



Guest speaker:  
Tink Taylor



For more details please contact us:  
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**0300 011 2344**



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Bedford MK42 9AH