



Workshop Overview

In today's world privacy is paramount, with GDPR regulators ever watchful as a practicing marketer you need a clear understanding of how this legislation will impact on your targeted campaigns. This one-day course is a great introduction to successful, lawful, profitable and ethical direct marketing.



Benefits

You will develop your core skills and knowledge of the essential legal and compliance requirements for data driven. You'll also learn to use GDPR legislation to build better marketing lists, increase email opt-in rates, and increase the accuracy of your direct marketing databases.

Outcomes & Content

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| ✓ Deliver lawful, data driven marketing programs | ✓ Data security – protect personal data |
| ✓ Data capture – design compliant forms | ✓ E-mail campaigns – build better opt-ins lists |
| ✓ Data purchase – what you can and CAN'T buy | ✓ Privacy Notices - win more business |
| ✓ Data sharing –revenue opportunities | ✓ Codes of practice - advertising standards |



Who should attend ?

This workshop is for those in data management roles new to marketing and more experienced marketers but with limited knowledge of compliance, data protection and the new 'privacy laws'. Database marketers with more IT skills than legal skills.

