



## POST PURCHASE WORKSHOP

Consider that the day of delivery is actually the beginning of the Customer journey, not the end. Day Zero is delivery day. Time to re-engage the customer, create the relationship and build trust.

**23rd May 2019**  
**58 Victoria Embankment**  
*(Nearest tube: Blackfriars)*  
**2pm - 5pm**  
**+ Drinks**

**Join us for a Retailer-only afternoon workshop to discuss, learn & develop re-engagement strategies.**

Post Purchase  
**TEMPERATURE GAUGE**

Creating the  
**TRUE 360° STORY**

**INNOVATIONS**  
in packaging

**INTERACTIVE  
SESSIONS**

**MEASUREMENT**  
and what works

Driving Physical  
**BACK TO DIGITAL**

Content Vs Offer  
**WHAT WINS**

**With contributions from big brands to stellar-growth innovators...**

**#dayzero19**

Free to attend  
[register here](#)



[bit.ly/dayzero19](http://bit.ly/dayzero19)

**“Content builds relationships. Relationships are built on trust. Trust drives revenue”**

*Drew Davis*

**“...People never forget how you make them feel.”**

*Maya Angelou*

**“It costs 5 times more to acquire customers than it does to keep current ones.”**

*Forrester Research*

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