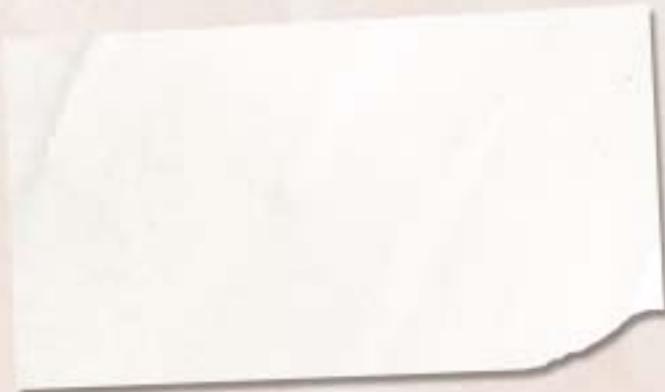




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If undelivered please return to: The Direct Marketing Association (UK) Ltd, DMA west, West Wing, Arle Court, Hatherley Lane, Cheltenham, Gloucestershire GL51 6PN.

With the DMA west you get so much more. **PROTECTION** for you and your business with compliance roadshows, lobbying, best practice advice and coverage of the latest legal issues. **INTELLIGENCE** through thought provoking events, cutting edge ideas and techniques from industry experts. **GROWTH** by connecting buyers and sellers in the Direct Marketing industry with the wider business community. You can also access regional and national events and industry bodies.

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Legal & Legislative Update 2005

23rd March - RBS NatWest, Bristol

Do you know your could's from your cans; your might's from your will's? How transparent do you really have to be? Does your website allow for disabled access? What % of the time do you have to use an APR? Is my home at risk if I don't keep up the point size of my wealth warning? How do you make sure your business stays in touch with current and future legal developments in the Direct Marketing industry? Join the DMA's legal experts for The Legal & Legislative Update 2005. Wednesday 23rd March, 1.00pm - 4.30pm, RBS NatWest, Trinity Quay 1, Avon Street, Bristol BS99 5LJ.

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# LEGAL & Legislative UPDATE 2005

## What's it all about?

Join the DMA's legal experts on this half-day seminar. Receive guidance on the latest legislation including; Data Protection Update, Website Accessibility for the Disabled, Financial Services Regulations and more. Gain early warning on legislation expected from Westminster and Brussels in 2005/06. Take the opportunity to "ask the experts" about any specific issues you may have.

## Who should attend?

A must for all marketers in the region keen to gain an understanding of current and forthcoming legislation affecting Direct Marketing.

## What was said about last year?

*"An interesting and informative event, it provided a good overview of legislation relating to direct marketing".*  
Andy Claxton, Head of Business Implementation, MM Group

*"I was impressed with the quality of speakers. Good to meet other marketers with similar issues".* Rachel Roper, Customer Service Manager - Direct Marketing, Dawson Marketing Services

*"Really useful event. I will definitely be attending again next year".* Sarah Hooper, Marketing Executive, The Bible Society

# Who's ON?



**Caroline Roberts**, Director of Public & Legal Affairs, The DMA (UK) Ltd

Caroline's responsibilities include; the analysis of relevant UK and European legislation, lobbying on behalf of the commercial activities of DMA members, and the development of alternative self regulatory regimes. Caroline aims to raise standards in the industry and to prevent restrictive legislation.



**Dr. David Kreps PhD MA MBCS**, Managing Director, Fourquarters Information Solutions Ltd

During the 1990s, as an Arts Centre Director, David gained invaluable experience in managing a wide range of projects in the public sector. Over the last three years he has extended his portfolio to include organisations within higher education, charities and the private sector. David lectures at the Information Systems Institute at the University of Salford, alongside pursuing the continued growth of Fourquarters - <http://www.fourquarters.biz/>.



**Donna Mitchell**, Press Officer, Advertising Standards Authority

Before joining the ASA, Donna worked in PR for an electrical safety organisation. Donna joined the ASA in July '97 as an Investigations Executive and after a brief spell working for the CAP Copy Advice team, moved to the key role of Press Officer in the Communications Team in August 2000. As Press Officer, Donna provides an efficient, effective and authoritative point of contact between journalists across the media and the ASA.



**Samantha Hambury**, Public & Legal Affairs Adviser, The DMA (UK) Ltd

Samantha's role at the DMA involves advising DMA members on best practice, data protection, consumer law, sales promotions & prize draws, general marketing law and e-commerce. Her practical experience covers working for a public affairs agency, with clients in the e-marketing, e-commerce and digital technology sectors. She is also a fully qualified Barrister-at-Law.



**Linda Gregory**, Senior Associate, Clarke Willmott

Linda has advised advertising agencies in relation to the development and execution of major UK and pan-European sales promotion campaigns, including promotion mechanisms, terms and conditions, and creative copy. Linda also provides training sessions in relation to compliant advertising within the mortgage and insurance industry.

# what's On?

# And when

**1.00pm** Registration and Coffee

**1.30pm** Chair's Introductory Remarks - Caroline Roberts, Director of Public & Legal Affairs, The DMA (UK) Ltd

- Review of Changes to the Legal Landscape in 2004
- Direct Marketing Association's Code of Practice & Lobbying Activity

**1.45pm** Website Accessibility for the Disabled - Dr. David Kreps PhD MA MBCS, Managing Director, Fourquarters Information Solutions Ltd

- What is Web Accessibility?
- Drivers for Change - Current Legislation including Disability Discrimination Act 1995, Special Educational Needs and Disabilities Act, Ongoing Implementation of E-Government process
- Implementing Change
- Best Practice Examples
- Disabled People Using the Web

**2.15pm** Overview of The Advertising Standards Agency & CAP - Donna Mitchell, Press Officer, ASA

- Overview of ASA & CAP
- The CAP Code
- Direct Marketing Rules and Recent Case History
- CAP Copy Advice Service

**2.45pm** Refreshment Break

**3.00pm** Data Protection and Direct Marketing Update - Samantha Hambury, Public & Legal Affairs Adviser, The DMA (UK) Ltd

- Data Protection Update
- Rules covering Email and SMS Marketing
- How to draft data collection statements
- Data collection through prize draws/competitions

**3.30pm** Overview of the New Financial Services Legislation - Linda Gregory, Senior Associate, Clarke Willmott Solicitors

Key areas covered

- Overview of the new regime for advertising insurance, mortgages and distance selling
- Current guidance issued by the FSA
- Developing compliant advertisements in Print, TV and Internet
- Overview of the regulatory scheme so that you know what goes on after the advertising has worked.

**4.00pm** Early Warning for 2005/06 - Caroline Roberts, Director of Legal & Public Affairs, The DMA (UK) Ltd

Caroline will provide the inside track on the legislative road ahead for Direct Marketing including directives from Westminster and Brussels.

**4.20pm** Ask the Experts - Your chance to ask our expert panel about any legal issues relating specifically to your own activity

The Panel - Caroline Roberts, Dr David Kreps, Donna Mitchell, Linda Gregory, Samantha Hambury.

**4.30pm** Close of event

Wednesday 23rd March, 1.00pm - 4.30pm  
RBS NatWest, Trinity Quay 1,  
Avon Street, Bristol, BS99 5LJ

## BOOKING FORM

# LEGAL & Legislative UPDATE 2005

## FIVE EASY WAYS TO REGISTER

1 - \*New Service\* ONLINE BOOKINGS: [www.dma.org.uk/events](http://www.dma.org.uk/events)  
The DMA now accepts credit card payments online. A username and password are required to book and pay online, simply register at [www.dma.org.uk](http://www.dma.org.uk) prior to booking on the event.

2 - EMAIL BOOKINGS: Wendy Johnson at [wendytss@blueyonder.co.uk](mailto:wendytss@blueyonder.co.uk)

3 - PHONE BOOKINGS: Wendy Johnson on 07977 068 396

4 - FAX BOOKINGS: 01242 862 321

5 - POSTAL BOOKINGS: DMA west, c/o 15 Azalea Drive, Up Hatherley, Cheltenham, Glos GL51 3EA

Please photocopy this form if you wish to book places for more than two attendees.

YES please book  place/s for the following people

Full Name

Job Title

Full Name

Job Title

## Booking Contact

Contact Name

Company Name

Tel

Email

## COST PER PERSON

DMA Members £45+VAT (£52.88)

No. of Delegates  Total £

Non-Members £55+VAT (£64.63)

No. of Delegates  Total £

Please tick a box showing how you wish to pay

I enclose a cheque for the above sum

Please make your cheque payable to 'DMA (UK) Ltd'. If payment is sent separately, please mark clearly with the name of the delegates and event to the address above.

I wish to pay by credit card

## CREDIT CARD DETAILS

Card Visa  Mastercard  American Express

Card Number

Expiry Date  /

Name on Card

**DATES FOR YOUR DIARY** - 20th April, 2005, Marketing to the Over 50s, Bristol. 26th May, 2005, Annual Ball, Bristol. 7th June, 2005, Annual Golf Day, St Pierre, Chepstow.

Please send me  copies of the DMA west 2005 Events Programme.

**Booking Conditions:** A confirmation letter/email and VAT receipt will be sent to you as acknowledgement of your booking. Payment must be tendered when submitting your booking form. Your fee includes documentation and refreshments. If you are unable to attend, cancellations must be made before 15th March, 2005, all bookings binding thereafter. A substitute delegate is always welcome. It may be necessary for reasons beyond the control of the organisers to alter the content, timing or venue. The DMA will not accept liability for any weather or transport disruption or individual transport delays and in such circumstances the normal cancellation restrictions apply.

The DMA would like to contact you occasionally to keep you informed of future DMA events, promotions and other relevant information. If you do not wish us to do this, please tick this box or write to us at the above address.

Whether you are a DMA member or not, we may occasionally pass your name, address and other details to other carefully selected organisations, so that they can contact you directly with information and offers. If you do not wish us to do this, please tick this box or write to us at the above address.

Your name will be added to a delegate list, which will be circulated to other people attending this event. If you do not wish your name to be added to this list please tick this box.

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