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GDPR Workshops: The road to May 2018



Interactive workshops that not only educate and inform but give you a solid plan for moving forward, being compliant and engaging your customers more effectively



Making GDPR compliance natural not enforced.

The Data Protection Law is being updated on 25th May 2018, which means that organisations should start planning now in terms of how they are going to make sure they are compliant, but also how they can make sure their sales and marketing processes aren't hampered by potential restrictions.

Our GDPR workshop is an informative and fun session that will educate on the legal aspects, and provide templates for sales and marketing to run campaigns that build opt in from your audience and keep you compliant.

Regardless of what happens with the UK leaving the EU, the requirement to comply applies.

The workshop is split into 3 parts:



1. What's changing?

2. Your role & tasks

3. Optimising performance


What you'll get from it:

During the workshop, your team will be given templates and workflows they can use to get started, as well as case study campaigns to share ideas. We do a number of interactive exercises during the workshop to keep the team engaged and to generate ideas for your organisation.

Post workshop we do a follow up communication to help you keep your team on track with an action plan for the quarter following the workshop. The objective is to get people thinking GDPR compliance as a natural rather than enforced process.



For a detailed agenda, please see next page.



Making GDPR compliance natural not enforced.

The workshop focuses on sharing knowledge around the GDPR regulation, but also looking at engaging & creative ways to ensure that the GDPR doesn't negatively impact your marketing. We share tools and campaign examples, as well as a phased plan approach to make it seem much less of a mountain to climb and to get people informed.

Part 1 – What's changing?

- Who it applies to (Who has to comply and why)
- Terms and definitions (Glossary of terms)
- Consent requirements (What's the new standard?)
- The accountability principle (New item)
- Lawfulness & Conditions (What to consider)
- Rights for individuals (Withdraw consent, forget etc)
- Profiling & automation (Automated decision making)

Part 2 - Your role & tasks

- Information you need to supply (Analyse and mitigate risk)
- Employer & Employees (Boundaries of responsibility)
- Breach notification (When and who?)

Part 3 - Optimising Performance

- Developing a data strategy (Long term data management)
- Understanding what you have (Consolidation & segmentation)
- Obtaining & on-going consent (Examples of campaigns)
- Keeping data accurate (Campaigns and workflows)
- Opt out transparency (Engaged and compliant)
- Opt in campaigns (Creative and interesting)
- Handling 3rd party data (Acquire & Manage)
- Engagement campaigns (Example campaigns)
- Acquisition campaigns (Example campaigns)

How to book a workshop:

To get a quote (which depends on where the course is held and how many people attend) please either:

email: charlottegc@icebluesky.com

call: 0207 100 5183

mobile: 07796 445334

