



Visiting programme

Guided tour of Porto Friday 4 October, afternoon

The historic centre of Porto is a listed UNESCO World Heritage site and we will not be disappointed! Located at the mouth of the River Douro, the area includes the medieval village within its 4th century Roman walls, a fascinating maze of medieval streets and alleys and ancient houses. A stroll in this district will unveil the rich history of Porto dating back 1,000 years.

Boat tour, lunch and wine tasting Saturday 5 October, afternoon

What better way to spend a Saturday afternoon than taking a cruise on the River Douro? Our trip will take in the magnificent six bridges of the Douro River that link Porto to Vila Nova de Gaia. Over a light lunch we will admire the beautiful, colourful sight of Porto from the river. Our tour will end with a visit to the Sandeman port wine cellars.

Partner's programme

Ribeira quarter and Foz Friday 4 October, morning

The morning will begin with a guided tour of Porto's riverside quarter, known as the Ribeira, one of the city's oldest neighbourhoods and certainly one of its most authentic and picturesque. The tour will continue with a tram ride along the coastline, arriving at the lovely beach in Foz to enjoy lunch at the Fuga restaurant.

Saturday 5 OCTOBER

- 9.00 Mark Harrison, IPC: "Cross-border e-commerce developments and opportunities for direct mail and sustainable packaging"
- 9.30 Benjamin Arias, Foresta I.O : "Don't run away from complexity. It will increase regardless. Rather, unleash the inner value from it"
- 10.00 Simon Biltcliffe, Webmart: "What the f#ck is a C5? How to sell DM to millennials"
- 10.30 *Coffee break*
- 11.00 Keep Me Posted – success stories from a global movement
with contributions from:
- David Gold, Royal Mail/ Keep Me Posted UK
 - Emilio Oviedo, Yo decido como recibo, Spain
 - Phil Riebel, Keep Me Posted USA
 - Kellie Northwood, Keep Me Posted Australia
- 12.00 Conference Closure
- 12.45 Boat tour with light lunch followed by a tour/wine tasting at Sandeman port wine cellar**
- 19.00 Farewell evening at restaurant Bocca**