

# CERTIFICATE OF ATTENDANCE

*This is to certify that*

*Alfred Kituru Ghemu*

has satisfactorily attended the Universal Postal Union **"Direct marketing in a disrupted world"** virtual workshop held 16–25 June 2020 and moderated by Mr Martin Nitsche.

The 10-hour online programme focused on four success factors:

Customer data  
and analytical  
capabilities

Channel  
competencies

Data privacy  
and legal  
frameworks

Cultural  
change

*Expert insight was provided by:*

Mr Jonathan Margulies, Managing Partner at Winterberry Group, through his presentation "Dealing with disruption: COVID-19 and the future of direct marketing"; and

Mr Mark Brauch, Director of Direct Marketing and Agencies at Payback, through his presentation "Special challenges for successful channel marketing in times of corona".

**Martin Nitsche**

Managing Director at Solveta GmbH  
Chairman at Global Alliance of  
Data-Driven Marketing Associations

**Olivier Boussard**

Coordinator of the Resource Mobilization  
and Stakeholder Engagement Programme  
Universal Postal Union

