



CUSTOMER ENGAGEMENT SUMMIT 2023

28 NOVEMBER | THE BREWERY, LONDON

**13TH
YEAR**

THE PIVOTAL ROLE OF HUMAN- CENTRICITY IN CULTIVATING CUSTOMER BELONGING

EUROPE'S LARGEST CUSTOMER ENGAGEMENT EVENT IS BACK

CustomerEngagementSummit.com @EngageCustomer #EngageSummit

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business media

**CUSTOMER
ENGAGEMENT
SUMMIT 2023**

THANK YOU TO OUR PARTNERS

HEADLINE PARTNER



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ABOUT

We're living in the most transformational period that many of us will ever experience, where the voice of the customer and the experiential aspect of CX is more important than ever. We'll be exploring the overarching theme of 'The Only Constant is Change: How Digital Transformation is Shaping the Future of CX'.

Hear from top-level speakers from world-class brands as they draw upon real-life case studies to showcase the latest innovations in the CX world, sharing valuable, take home, implementable ideas and strategies to enhance customer engagement.

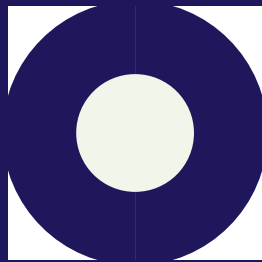
Join us live at the The Brewery, London on the 28th November 2023 to become more attuned to your customers and deliver the service they expect in this ever-more digital world of human engagement.

KEY FACTS

- One-Day Event
- Roundtable Sessions
- Case Study Presentations
- In-Person at The Brewery, London
- 121 Meetings
- 5 stages
- 100 Exclusive Presentations
- 1000+ attendees
- Post-Event Drinks Party
- Free to attend

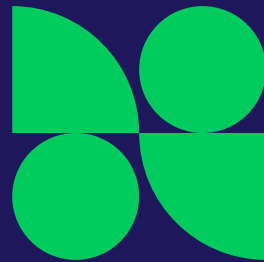
AGENDA

An unmissable opening plenary keynote followed by 5 stages packed with case study content from some of the world's largest brands. Content will be delivered in a wonderful variety of formats including panel discussions, case study content and exclusive interviews, each delivering their very own success led story and thought provoking content.



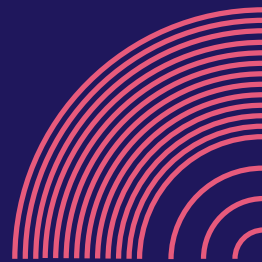
MAIN STAGE

The largest stage - here you can expect transformational case studies, exclusive fireside chats and in-depth panel discussions focusing on every aspect of engagement.



EXPERIENCE

This stage is perfect for you if your role relates to creating innovative strategies that improve the overall customer experience.



SERVICE & SUCCESS

Customer service and customer success professionals can hear from those at the forefront of excellence in this space.



DATA, INSIGHTS & THE CUSTOMER JOURNEY

If your role relates to overcoming customer pain points and creating a seamless journey at every touchpoint, then this is the stage for you.



MARKETING'S ROLE IN CX

This stage is perfect for marketing professionals who are working to improve customer loyalty and differentiate themselves from their competitors.

SPEAKERS INCLUDE



**ALEX
SCOTT MBE**

Former professional
footballer, pundit and
presenter
**BBC Sport and Sky
Sports**



**GAIL
EMMS MBE**

Former World
Champion Badminton
player
**Champions Speakers
Agency**



**DANIELA
BIRNBAUM**

Channel Partner
Manager - WhatsApp
Partnerships
Meta



**STUART
IRVINE**

Digital Orchestration
Lead
Heathrow Airport



**MATT
ROBERTS**

VP Business Intelligence
Formula E



**CHARLOTTE
SPAIN**

Head of Visitor and Park
Support
The Royal Parks



**SALETA VALDES
MARQUEZ**

Head of Innovation and
Customer Experience
Savoy Signature



**REBECCA
POWELL**

Head of Customer Care
Ella's Kitchen



**ROSIE
BAILEY**

Customer and
Commercial Director
CitySprint



**MARK
KERR**

Head of Customer
Experience
**BNP Paribas Real
Estate**



**LOUISE
WALSH**

Chief Customer
Contact Officer
Utilita Energy



**GABRIEL
ROSS**

Head of Customer
Strategy
**Homeprotect Home
Insurance**



**JAMES
DOLLING**

Head of Customer
Information
Arriva Rail London



**LYNNE
PITWOOD**

Head of Customer
Experience
**Newcastle Building
Society**

SPEAKERS INCLUDE



**KIMBERLEY
ANTHONY**
Head of Engagement
Tide



**GRIGOR
KOTZEV**
Head of Business Value
Consulting
Khoros



**DVIR
HOFFMAN**
Chief of product
CommBox



**KRISHNA
RAJ RAJA**
CEO
SupportLogic



**DYLAN
BOWMAN**
Customer Solutions
Senior Director
Ada



**ISOBEL
MILLS**
Director of Customer
Delight
Bloom & Wild



**DAVID
WALKER**
Head of Lifetime
Customer Value
OVO



**GERRY
BROWN**
Chief Customer Officer
Customer Lifeguard



**BRANDIE
DEIGNAN**
Chief Executive Officer
Pier Health Group



**NICHOLAS
BRICE**
CEO
Soul Corporations



**DAVE
D'ARCY**
Founder & Managing
Director
Laughing Leadership



**LINDSAY
MITCHELL**
Head of Customer
Service Experience
Harrods



**MARTIN HILL-
WILSON**
Founder
Brainfood Consulting



**SANJAY
LUTHRA**
Global Head of Digital &
Technology - Customer
Data & Activation
Diageo

SPEAKERS INCLUDE



**LISA
GARTHESIDE**
Director, Professional
Service
Medallia



**EMMA
COTTLE**
Digital Marketing
Manage
**Newcastle Building
Society**



**LEON
ELLERTON**
Client Delivery and
Customer Experience
Director
Experian



**RYAN
SLADE**
Account Executive
Momentive



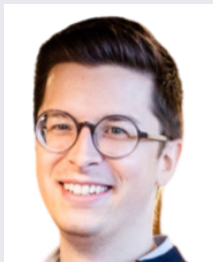
**STEVE
BROCKWAY**
Chief Research Officer
Maru



**KEITH
BARROW**
Analytics Pre Sales
Manager
Verint



**ARIANNE
BUHARI**
Operational Change
Manager
Utility Warehouse



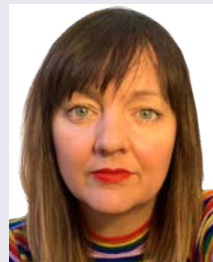
**JOEL
VIOTTI**
Business Owner
Swisscom



**CHRIS
OSBORNE**
Head of EMEA North
Messagebird



**CHRISTOPH
BORNER**
Senior Director, Digital
Cyara



**ADELE
JOLLIFFE**
Head of Brand
Consultants
Kantar



**PETER
AITKEN**
Head of Customer
Strategy & Insights
Kantar



**JONATHAN
MYERS**
Sales Director
Uniphore



**MARCIO
RODRIGUES**
Vice President of
Strategic Sales
TechSee

SPEAKERS INCLUDE



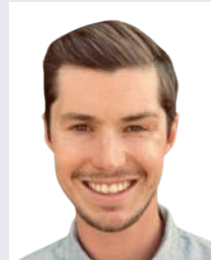
CHRIS MOUNCE
Quality and Coaching
Specialist
Evalugent



MATTHIAS GÖHLER
Chief Technology
Officer, EMEA
Zendesk



IAN HUNT
Customer Service
Director
Liberty London



JACK GAYLOR
CX Account Lead
Freshworks



JAMIE GAMBLE
CX Account Lead
Freshworks



CALLUM LEWIS JONES
UKI Field Marketing
Lead
Freshworks



MIKE STEWART
Head of Intelligent
Automation
Arvato



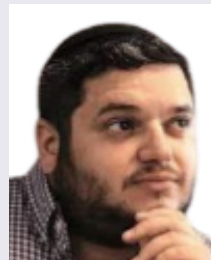
STEVE LYON
Customer Engagement
Specialist
Columbus



ANDREW JONES
Head of Sales
Excellence &
Governance
Watson Marlow



KEITH BARROW
Director, Solutions
Consulting
Kantar



JON BURG
Head of Strategy
(Marketing)
Techsee



DOROTHY CHONG
Senior Marketing
Manager EMEA
Treasure Data

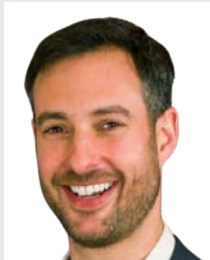


JEAN-FRANCIOS DAMAIS
Global Chief Research
Officer
Ipsos



JAMIE THORPE
Head of Experience
Management (XM)
Ipsos

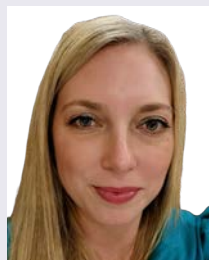
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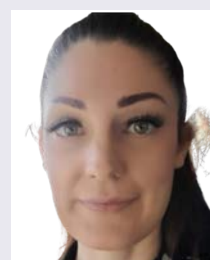
**ALEX
BENTLEY**
Chief Revenue Officer
XpertRule



**ROZANNA
SHORT**
Customer Experience
Design Manager & Co-
chair of The Women's
Network
**GTR (Govia Thameslink
Railway)**



**NADINE
EDMINSON**
Director of Product
Marketing and GTM
EvaluAgent



**ROZANNA
SHORT**
Customer Experience
Design Manager & Co-
chair of The Women's
Network
**GTR (Govia Thameslink
Railway)**



**CARL
MCCARTNEY**
Customer Experience
Director
Les Mills



**CALLUM
WHITTON**
Senior Fan Experience
Manager
Formula E



**LEONA
HEYMERDINGUER**
Head of Customer
Engagement Propositions
Blackhawk Network



**NATHAN
SANDERS**
Head of European
Contact Centres
Ford



**ANURADHA
DESHPANDE**
Director of Customer
Support
GoCardless

TOPIC STREAMS

CUSTOMER ENGAGEMENT TRANSFORMATION

In today's fast-paced digital era, organisations are faced with the task of meeting their customers' ever-evolving needs to stay ahead of the game. The advancement of technology has provided a multitude of opportunities to revolutionise the way organisations interact with their customers. Join this stream to discover how to thrive and win customer loyalty in an increasingly competitive landscape.

DATA & INSIGHTS

Data and insights have the power to revolutionise the customer experience. By leveraging the wealth of information available, organisations can gain valuable insights into customer preferences, behaviour patterns, and needs. As well as this, organisations can identify pain points in the customer journey and implement targeted strategies to address them. By analysing customer feedback, purchase history, and browsing patterns, organisations can also tailor their offerings, ensuring each customer feels valued and understood. This stream will demonstrate the power of data and insights for those looking to enhance the customer experience.

STRATEGIES TO ENHANCE THE CUSTOMER JOURNEY

Implementing a successful customer journey strategy is a complex task, as each organisation and customer is unique. With unpredictable customers and varying interaction patterns based on individual needs and industry, the key to a successful customer journey map is the data sources available to us - they help highlight common pain points, as well as opportunities that lie within touchpoints. This stream aims to uncover strategies that organisations can create a seamless and omnichannel experience that leaves a lasting impression.

MARKETING'S ROLE IN ENHANCING CX

Marketing's role in enhancing CX cannot be understated. From brand positioning and perception shaping to customer engagement and personalised experiences, marketing acts as a catalyst for creating exceptional customer journeys. Join this stream to learn how, by continuously adapting to evolving customer needs and expectations, marketers can drive customer satisfaction, loyalty, and ultimately, business growth.

THE FUTURE OF CX

The world of customer engagement and experience is evolving and evolving rapidly. The pace of change continues to accelerate. Join this stream to ensure your CX strategies are fit for what the future holds.

CREATING VALUE IN THE CONTACT CENTRE

Contact centres are ideally placed to become the beating heart of an organisation. With the contact centre space providing a significant, growing opportunity for customer experience, these touchpoints provide a powerful tool to transform the success of an organisation in today's digital world.

EVOLUTION OF VOICE OF THE CUSTOMER

The role of customers has become increasingly vital in shaping the development of services and products across various channels. The Voice of the Customer stands as a pivotal aspect in the formulation of effective customer engagement strategies. This stream will demonstrate how to implement a successful voice of the customer strategy.

COMBINING CX STRATEGY WITH CULTURE

Having a strong organisational culture is essential in delivering excellent customer experiences. By joining this stream, you will uncover effective strategies to integrate a customer-centric culture within your organisation. This stream will uncover the transformative power of embedding and nurturing a CX-focused mindset throughout your entire team.

THE EVOLUTION OF CX SERVICE DESIGN

Service design is a rapidly evolving field that builds upon the concept of the customer journey. In today's digital age, service by design has become an absolute necessity. As consumers become more tech-savvy, their expectations have skyrocketed, demanding nothing less than a flawless and effortless experience every single time. This has led to an increased emphasis on service design, as organisations recognise the importance of meeting and exceeding these heightened expectations. This stream will demonstrate how, by prioritising service by design, organisations can ensure that they not only meet customer demands but also create a lasting impression that keeps them coming back for more.

TOPIC STREAMS

ARTIFICIAL INTELLIGENCE AND ROBOTICS

The rapidly advancing technologies in the field of AI and Robotics offer numerous possibilities for organisations to address the challenges they face in enhancing relationships with their customers. Join this stream as we demonstrate how leading organisations are utilising new technologies to transform success.

USING CUSTOMER INSIGHTS TO PERSONALISE CX

With 91% of consumers saying that they are more likely to shop with a an organisation who make personalised recommendations to them, this really is the future of customer experience.

The best way to find out exactly what your customers want is to utilise the insights we hold on them in order to create an experience that's right for them. This stream will teach you how to do just that.

CUSTOMER AND EMPLOYEE ENGAGEMENT

The correlation between highly engaged employees and customers who are similarly engaged is irrefutable. Study after study has proven a clear path from engaged employees to engaged customers to improved performance and profitability.

INNOVATIVE AND DISRUPTIVE STRATEGIES IN CX

In today's rapidly changing landscape, staying ahead of the competition requires more than just delivering exceptional products or services. It demands a deep understanding of the customer experience and the ability to harness innovation at its core. This stream delves into the power of innovation and how it can be leveraged to form a winning strategy that not only satisfies customers but also gives you a significant edge over your competition.

INKING VOICE OF THE EMPLOYEE AND VOICE OF THE CUSTOMER

The growing connection between the Voice of the Customer and the Voice of the Employee is a significant trend in the industry. Strategies centred around VOC and VOE are among the most dynamic in the realm of customer and employee engagement. This stream is designed to assist you in unlocking the multitude of benefits for your organisation.

ENGAGING WITH THE DIGITAL CUSTOMER ACROSS THE ENTERPRISE

Engaging with the digital customer across the enterprise is not just about technology - it's about building meaningful relationships and fostering customer loyalty. At our company, we believe that every customer interaction is an opportunity to build trust and create a lasting impression. By combining our expertise in digital strategy, data analytics, and customer experience design, we help businesses transform their customer relationships and drive sustainable growth.

In today's digital age, the customer is king, and successful businesses are the ones that prioritize engaging with the digital customer across the enterprise. With our comprehensive solutions and unwavering commitment to excellence, we empower businesses to embrace digital transformation and deliver unparalleled customer experiences. Together, let's unlock the true potential of your business and create a digital customer journey that sets you apart from the competition.

DON'T JUST TAKE OUR WORD FOR IT

96% of 2022 attendees are already attending the 2023 Customer Engagement Summit

85% of attendees felt the 2022 Customer Engagement Summit met or exceeded their expectations

72% of attendees rated the organisation of the 2022 Customer Engagement Summit Good or Excellent

78% of attendees rated the 2022 Event Networking app Above Average

89% of attendees found the information delivered at the 2022 Customer Engagement Summit was either Very or Extremely Useful

"Set up was seamless great venue & great content. App makes planning your day easier, Would definitely like to bring more from my business next year!"

- Total Jobs Group

"Great engagement, fascinating content and a great opportunity to network. Top marks!"

- Vodafone



WHO WILL BE JOINING YOU?



OUR NEW HOME

Due to growth, we're delighted that the Employee Engagement Summit will be hosted at The Brewery, a premier corporate venue in the City of London which provides the perfect space for our 2023 conference.

Established in 1750, The Brewery was one of the pioneers of the industrial revolution. The introduction of dynamic new techniques, and the sheer size of the site, made it an attraction worthy of visits from Royalty and great luminaries such as Louis Pasteur. Brewing continued until 1976 when the last tanker pulled out of the South Yard on April 13, bring to an end a 225-year era.

**THE BREWERY IS
THE FIRST UK VENUE
TO BE AWARDED
BRITISH STANDARDS,
ISO 2021 FOR
SUSTAINABLE EVENTS
MANAGEMENT**



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ANY QUESTIONS?

FEEL FREE TO GET IN TOUCH
WITH THE SUMIT TEAM:

TICKETS@EBM.UK

01932 506 300 (PRESS 1)

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