



Est. 2010

DIRECTORS CLUB

United Kingdom

Leadership Dinner & Debate

TOPIC

Helpful Nudges & Personalised Suggestions

Intelligent Digital Interactions Are Challenging The Status Quo

WHEN & WHERE

Thursday, December 7th 6.30pm – 9.30pm

Theo Randall at the InterContinental

Park Lane, London

WHO

Senior Stakeholders In The Customer Journey

COST

Free By Invitation

R.S.V.P.

jon.snow@directorsclub.org.uk





Dear Members & Invited Guests,

You are cordially invited to attend a **Directors' Club United Kingdom Digital Leadership Dinner & Debate** at Theo Randall at the InterContinental, London on Thursday, December 7th from 6.30pm to 9.30pm.

There is **no charge**; you are invited as our guest.

You may bring a colleague to accompany you; again at no charge.

DEBATE

Helpful Nudges & Personalised Suggestions

Intelligent Digital Interactions Are Challenging The Status Quo

Innovative and nimble digital-first or digital-only brands are disregarding the customer journey and customer experience norms in banking, energy, telecoms, retail...in fact pretty much all business categories. At the heart of their many innovations are **intelligent, timely and helpful** digital interactions with customers.

Previously bland and functional customer relationships too often avoided interacting with customers to save cost. Today, digital platforms, big data and AI combine to allow affordable, personalised communications whenever it is pertinent and value adding to the customer.

Helpful nudges and personalised suggestions are now important weapons in the brand-differentiation armoury.

Over a delicious four-course dinner, a handpicked group of customer-centric leaders from a variety of business categories will brainstorm how brands can wow customers with helpful, intelligent and often fun digital interactions.

DINNER

Theo Randall is a master of modern Italian cuisine; he is always in demand for TV appearances and masterclasses.

The private dining room within Theo Randall at the InterContinental is modern, stylish and informal – in-line with the current fine-dining vogue. For lovers of Italian food, this is a must visit, destination restaurant.

<http://www.theorandall.com>

I hope you can join us.

FORMAT

Our Dinner & Debate evenings are designed to be light, informal and engaging. We aim to deliver opportunities for peer group sharing, learning and networking.

Jon Snow, chairman of the Directors' Club United Kingdom, will host the evening and act as discussion facilitator and moderator.

The **Chatham House Rule** will be invoked, enabling guests to share experiences and ideas in a confidential and trusted environment.

Our dress code is business/business casual (or as glamorous as you like).



R.S.V.P.

If you'd like to accept this invitation, please email your acceptance to:

jon.snow@directorsclub.org.uk

If you wish to bring a colleague to accompany you, please forward his/her details for registration.

SPONSOR

This Dinner & Debate is supported by **Webhelp**, a leading provider of customer experience management and business process outsourcing services.

<http://www.webhelp.com/uk>

All our sponsors are subject matter experts and knowledge-leaders in their fields, contributing cutting-edge insight and knowhow to our roundtable discussions.

NO OBLIGATION

Directors' Club United Kingdom Dinner & Debates are non-commercial forums for knowledge-share and networking. You are under no obligation to engage with our sponsor before, during or after the event.

ABOUT

Today's **Directors' Club United Kingdom** has its origin as a supper club in London's Mayfair. The Directors' Dining Club, as it was known, had its home at Claridge's Hotel and brought together business leaders of the day to discuss trends and disruptive forces for change.

In February 2010, Jon Snow (founder and chairman) re-constituted the dining club as the *Directors' Club* and so a business lifestyle and networking institution was born.

The Club motto **To endeavour. To achieve** captures the spirit of the organisation and the ambitions of its members.

Membership is by invitation.

<http://directorsclub.org.uk>