



Est. 2010

DIRECTORS CLUB

United Kingdom

Dinner & Debate

Pollen Street Social

TOPIC

To Automate? Not To Automate?

Does Person-To-Person Interaction Have A Future In Sales & Customer Service?

WHEN & WHERE

Thursday, March 15th 6.30pm – 9.30pm

Pollen Street Social

8-10 Pollen St, Mayfair, London W1S 1NQ

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 Dinner & Debate** at Pollen Street Social, Mayfair, London on Thursday, March 15th from 6.30pm to 9.30pm.

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

DEBATE

To Automate? Not To Automate?

Does Person-To-Person Interaction Have A Future In Sales & Customer Service?

Over a delicious four-course dinner, a handpicked group of customer-centric leaders from a variety of business sectors will brainstorm the merits or otherwise of customer interaction automation. Questions to be addressed will include:

- Will automation deliver competitive advantage?
- Which types of interaction shouldn't we or can't we automate?
- Is automation just about cost cutting?
- Can automation enhance the customer experience?
- What will be the role for humans in customer interaction in 10-years' time?

VENUE

Jason Atherton's flagship restaurant 'Pollen Street Social' opened in April 2011 in Mayfair and was awarded a Michelin star within just six months of opening, alongside 5 AA Rosettes and no.4 in The Good Food Guide's best UK restaurants.

I hope you can join us.

<http://pollenstreetsocial.com>

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 or 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

SPONSOR

This Dinner & Debate is supported by **Genesys**, a leading provider of customer experience and engagement software.

<http://www.genesys.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>

