



Est. 2010

DIRECTORS CLUB

United Kingdom

Good Ideas Exchange[™]

CUSTOMER EXPERIENCE

TOPIC

Your Next Big Customer Experience Challenge Addressed By Your Peers

WHEN & WHERE

Thursday, November 30th 6pm – 9.30pm

The Foyer Private Dining Room

Claridge's Hotel, London

WHO

Senior Leaders & Stakeholders In Customer Experience

COST

Free of charge for invited guests

R.S.V.P.

jon.snow@directorsclub.org.uk





Dear Members & Invited Guests,

On Thursday, November 30th 6pm – 9.30pm, Directors' Club United Kingdom is holding one of its ever-popular **Good Ideas Exchange™** peer-to-peer collaboration dinners at Claridge's Hotel, London.

You are cordially invited to participate and bring your **next big customer experience challenge** to the table.

PRICE

Free of charge for invited guests.

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

HOW DOES IT WORK?

Directors' Club United Kingdom has honed the **Good Ideas Exchange™** format over the past 10 years. Simplicity is the key to its popularity and effectiveness.

There will be up to 10 companies represented around the table.

In turn, each company will outline their next big customer experience challenge in two and a half minutes (or less) and invite the peer group to suggest ideas for solutions, next-steps, or directions.

The **Chatham House Rule** will be invoked, ensuring a trusted and confidential environment.

The collaborative format guarantees a highly interactive evening of leadership knowledge-share and learning.

FUELLING THE THINKING

The peer-to-peer collaboration process will take place over a delicious four-course dinner from Claridge's world famous kitchens. The hotel's modern British cuisine will feed our thoughts and fuel our thinking.

VALUE & TAKEAWAYS

Where else can you seek and receive the advice, ideas and direction of your customer experience leadership peers at one place and time?

Where else can you learn from the challenges facing other organisations?

Good Ideas Exchange™ is an efficient and effective leadership knowledge-share and learning platform.

I hope you can be a part of this innovative and exciting process.

VENUE

Set in the surroundings of the grand art deco Foyer, The Foyer Private Dining Room offers a private magical dining experience in the heart of Claridge's.

<http://www.claridges.co.uk>



TIMES

6pm welcome drinks and informal networking

6.30pm prompt start to the Good Ideas Exchange™

9.30pm formal proceedings finish (guests may depart)

9.30pm informal networking until you wish to go home

ETIQUETTE

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).

SPONSOR

This Good Ideas Exchange™ is sponsored by **Genesys**, a global leader in customer experience solutions.

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

There is **no obligation** to engage with our sponsor before, during or after the event.

R. S. V. P.

If you'd like to accept this invitation, please email jon.snow@directorsclub.org.uk

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

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>