



Est. 2010

DIRECTORS CLUB

To endeavour. To achieve

Leadership Dinner & Debate

DEBATE

Is Digital De-Humanising Retail?

The Future Role Of People In Customer Interaction

WHEN & WHERE

Thursday, September 21st 6.30pm – 9.30pm

The Foyer Private Dining Room

Claridge's Hotel, London

WHO

Senior Stakeholders In The Customer Journey

COST

Free Of Charge

R.S.V.P.

Jon Snow

jon.snow@directorsclub.org.uk





INVITATION

You are cordially invited to attend the **Directors' Club United Kingdom Retail Leadership Dinner & Debate** at Claridge's Hotel, Mayfair, London on Thursday, September 21st from 6.30pm to 9.30pm.

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

DEBATE

Is Digital De-Humanising Retail?

The Future Role Of People In Customer Interaction

Over the past decade, technology has created many alternative channels through which our organisations interact person-to-person with customers; voice, web chat, email, social media, instant messaging, and video are all examples. Decision-making as to which channels to invest in and prioritise is still a live management headache!

But now a new breed of technologies, many harnessing the power of artificial intelligence, are transforming customer self-service and potentially removing the need for human-to-human interaction.

Over a delicious four-course dinner, our invited guests will address the questions: How important is the human touch in an increasingly digital customer journey? And will the retail brands of the future require frontline people? The answer to the latter is probably yes, but the interesting points for debate are **how many and what will be their roles**.

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.

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** (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 **Webhelp**, a leading provider of customer experience management and business process outsourcing services.

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

Please note: You are under no obligation to engage with our sponsor after the event. Representatives of the sponsor will act as subject-matter experts during the Dinner & Debate, but will not reference their commercial offerings.

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>