



Est. 2010

DIRECTORS CLUB

To endeavour. To achieve

Breakfast Roundtable

TRAVEL LEADERS' DISCUSSION

DISCUSSION

Building Emotional Connections

How Customer Emotions Impact Travel Experiences And Brand Loyalty

WHEN

Thursday, November 15th, 8.30am – 10.30am

Plus 30-minutes of optional networking before and after

WHERE

The Private Room at The Ivy
1-5 West Street
London
WC2H 9NQ

<https://www.the-ivy.co.uk>

WHO

Senior leaders with a stakeholding in customer experience and service delivery

R.S.V.P.

[Click here to register](#)



INVITATION

You are cordially invited to attend a **Directors' Club United Kingdom** breakfast gathering of travel industry leaders.

Date: Thursday, November 15th

Time: 8.30am – 10.30am, plus 30-minutes of optional networking before and after

Venue: The Ivy, 1-5 West Street, London WC2H 9NQ (<https://www.the-ivy.co.uk>)

Roundtable Discussion: Jon Snow, Directors' Club founder, will facilitate a roundtable discussion titled:

Building Emotional Connections: How Customer Emotions Impact Travel Experiences And Brand Loyalty

Who: Leaders in the travel industry with roles including c-suite, customer experience, customer engagement, customer contact, customer service, customer insight, customer operations, digital, transformation and change.

There is **no charge** for members and invited guests.

R.S.V.P.

If you'd like to accept this invitation, please [click here to register](#)

Capacity is limited by the roundtable format. Please confirm your attendance **ASAP** to avoid disappointment.

DISCUSSION OVERVIEW

Customer expectations have changed. Just having a good product at a reasonable price is no longer enough. Customer experience is the new battleground and emotion should be your weapon of choice.

A large amount of customer experience is emotional; both conscious and subconscious. Throughout the customer journey our customers are having positive and negative emotional reactions. CX strategy should focus on creating experiences where the positive emotions outweigh the negative.

Positive emotional engagement with customers will produce loyal behaviours.

This gathering of travel leaders will discuss how an experience-centric industry can make customers feel more valued and respected through the building of emotional connections.

BREAKFAST

Throughout the event you'll be served tea, coffee, juices and The Ivy's signature breakfast canapés.

SPONSOR

This gathering is supported by Webhelp, a leader in business process and customer experience outsourcing. See <http://www.webhelp.com/en-gb>



DIRECTORS' CLUB UNITED KINGDOM

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.

In May 2018, a three-class membership structure was introduced.

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.house>