



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 8<sup>th</sup>, 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 8<sup>th</sup>

**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.

HBR research determined that “the most effective way to maximise customer value is to move beyond mere customer satisfaction and connect with customers at an emotional level.” So it would follow that designing contact strategies and communications that reinforce emotional connection will deliver higher levels of positive outcomes for the business and the customer.

This gathering of travel leaders will discuss how an experience-centric industry can make customers feel emotionally connected to a brand, and in turn, buy more products and services, exhibit less price sensitivity, and increase brand loyalty and advocacy.

## 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>