



Est. 2010

# DIRECTORS CLUB

To endeavour. To achieve

## *Invitation To Dinner & Debate*

### EVENT

Annual Insurance Leadership Dinner & Debate

### WHEN

Thursday, March 10<sup>th</sup> 2016  
6.30pm – 9.30pm

### WHERE

The Groucho Club  
45 Dean Street  
London  
W1D 4QB

<http://www.thegrouchoclub.com>

### WHO

Senior Stakeholders In The Customer Journey

R.S.V.P.

Jon Snow

[jon.snow@directorsclub.org.uk](mailto:jon.snow@directorsclub.org.uk)



## INVITATION

The Directors' Club Annual Insurance Leadership Dinner & Debate is a gathering of senior executives, representing the leading insurance brands, to debate a key transformational theme.

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

## THEME

For the 2016 gathering, the theme is the role of *customer centricity* in the insurance sector.

In the current era of data-rich, technology-driven disruption of seemingly mature industries, is there a disrupter waiting the insurance market wings?

Over a four-course dinner, the carefully chosen guests, reflecting a range of leadership roles, will debate the place and influence of the customer in designing and executing business strategy.

## AGENDA

The evening's roundtable discussion will begin by defining customer centricity in the context of the insurance sector.

The guests will then discuss the role of customer experience in growing profitable market share, with particular focus on which non-price factors impact customer acquisition and retention.

Finally, the roundtable will brainstorm what *digital disruption* may look like in the insurance market, and what proactive actions can be taken to turn this threat into opportunity.

## WHERE

*The Groucho Club* was founded in 1985 and was the original new-generation private members club for the creative professions, in particular Arts, Publishing, Film, Music and Advertising. The Groucho's relaxed, effortless style has made it a much sought-after hangout and a welcome escape from the bustle of London's Soho.

## 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*, will host the evening and act as timekeeper and discussion 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 reserve a guest place (at no charge), please email your request to:

[jon.snow@directorsclub.org.uk](mailto:jon.snow@directorsclub.org.uk)

SPONSOR

This *Dinner & Debate* is supported by Webhelp UK, a leading provider of customer management outsourcing services.

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

ABOUT

Today's *Directors' Club* has its origin in a small 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>