



Est. 2010

# Directors Club<sup>®</sup>

To endeavour. To achieve

## Breakfast Business School

WORKSHOP

### How To Engage & Communicate With Generation Z

*This gathering of customer-centric leaders will seek to understand the emerging Generation Z, half of whom are now aged 18-24, their perception of brands and how they wish to communicate*

#### When

Wednesday, June 5<sup>th</sup>, 8.30am – 10.30am

Plus 30-minutes of optional networking before and after

#### Where

The Private Room  
[The Ivy](#)  
1-5 West Street  
London  
WC2H 9NQ

#### Format

Single roundtable seating and a mix of literature review, delegate discussion and expert insight

R.S.V.P.

[Click Here To Register](#)

Dear Members & Invited Guests,

You are cordially invited to attend a Directors' Club **Breakfast Business School | Workshop** on Wednesday, June 5<sup>th</sup> at 8.30am – 10.30am, with 30-minutes of optional networking before and after.

The venue is The Private Room at The Ivy, 1-5 West Street, London, WC2H 9NQ.

This session is **free of charge** for Directors' Club members and invited guests.

You may bring an **internal colleague** to accompany you, again at no charge. Please book your colleague's place at the same time as your own.

## Agenda

8am – 8.30am Arrival, coffee & networking (please arrive by **8.25am**)

8.30am – 10.30am Workshop facilitated by Jon Snow

10.30am – 11am Coffee & networking (optional)

The Ivy's signature breakfast canapes, tea, coffee and juices will be served throughout

## R.S.V.P.

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

## Why Attend?

Half of Generation Z are already over 18 years old and of growing economic importance as employees or consumers. But as the first digital native generation, Gen Zs have a unique set of attitudes, behaviours and expectations that set them apart from their parents and grandparents. This 2-hour workshop will deliver insight and stimulate debate that will inform your thinking around Gen Z customer journey and customer experience design.

## Workshop Format

Our workshop format is very relaxed and informal, with delegates sitting around a single table in the stunning **Private Room at The Ivy**. We encourage delegates to contribute, but there is no pressure to do so.

Jon Snow will act as the workshop leader and facilitator. We will address the topic and agenda using a mix of literature review, small group brainstorm, and roundtable discussion. We also invite a leading technology vendor to give a 10-minute insight into an innovation pertinent to the topic.

*No preparation is required.*

## Learning Takeaways

### *How To Engage & Communicate With Generation Z*

- Definition of Gen Z – the first digital native generation
- Gen Z behaviours and attitudes; compared and contrasted to those of Gen X and Gen Y
- Influence of technology on Gen Z lives and lifestyles
- Gen Z expectations of businesses, employment and products; shift from ownership to access
- How Gen Z prefers to communicate and interact with each other and organisations
- Implications for customer journey and customer experience design

### Who Should Attend?

We are inviting leaders from across the business sectors who have a stakeholding in customer experience improvement and innovation.

Delegates will include leaders of customer service, self-service, customer experience, customer operations, customer contact, claims, transformation, change, digital, and other allied roles.

### Workshop Sponsor

This **Breakfast Business School | Workshop** is supported by [Odigo™](#) – the full-stack cloud-based contact centre solution.

For more information visit <https://www.odigo.com>

### 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 formal three-class membership structure was introduced and in October we were awarded a registered trade mark for the term Directors Club.

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>