



Est. 2010

Directors Club[®]

To endeavour. To achieve

Breakfast Roundtable

TRAVEL LEADERS' DEBATE

Managing Change: Embracing The Disruptors In Travel Customer Experience

This gathering of travel leaders will discuss how to embrace CX disruptors to ensure customer experience remains a key differentiator

When

Thursday, March 28th, 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

Who

Senior stakeholders in the customer journey

R.S.V.P.

[Click Here To Register](#)

Dear Members & Invited Guests,

You are cordially invited to attend a Directors' Club **Breakfast Roundtable** discussion on Thursday, March 28th 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.

Members may bring an **internal colleague** as a guest, again at no charge but subject to space availability. Please book his or her guest place at the same time as your own.

Agenda

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

8.30am – 10.30am Roundtable discussion, moderated 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](#)

Discussion Overview

Managing Change: Embracing The Disruptors In Travel Customer Experience

Rules in the travel sector are being rewritten. We're seeing massive shifts in consumer and employee behaviours, habits and attitudes - and technology:

- Advances in Artificial Intelligence and Automation will transform the world as we know it, but it's important that we get the tech/human balance right. How will, despite the hype, Artificial Intelligence, deep learning and big data change customer experience in our industry?
- Generational differences are causing brands headaches to engage and manage employees and customers alike – and the challenge is set to rise with Gen Z, the most attitudinally unique generation in a 100 years. How will employee and consumer behaviours and expectations change?
- Brands are competing for that elusive emotional connection with consumers. After all, it's the biggest single driver of loyalty and recommendation. How can emotional connections be created across the customer journey, throughout the entire customer lifecycle?

This gathering of travel leaders will discuss how to embrace these disruptors to ensure customer experience remains a key differentiator.

Who Should Attend?

We are inviting leaders from across the travel, tourism and transport 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, transformation, change, digital, and other allied roles.

Networking

Two 30-minute networking sessions before and after the session give you an opportunity to meet your peers and expand your network.

Roundtable Sponsor

This gathering is supported by [Webhelp](#), a leader in business process and customer experience outsourcing.

For more information, visit <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 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>