



Est. 2010

# DIRECTORS CLUB

To endeavour. To achieve

*Invitation To Dinner & Debate*

## **DEBATE**

Can We Afford To Talk To Our Customers Anymore?

*The Changing Economics Of Customer Interaction*

## **WHEN & WHERE**

Thursday, May 18th 6.30pm – 9.30pm

The Foyer Private Dining Room

Claridge's Hotel, London

## **WHO**

Senior Stakeholders In The Customer Journey

## **COST**

Free Of Charge

## **R.S.V.P.**

Jon Snow

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



## INVITATION

You are cordially invited to attend a **Directors' Club United Kingdom Dinner & Debate** on the changing economics of customer interaction.

Thursday, May 18<sup>th</sup> 6.30pm – 9.30pm, Claridge's Hotel, London

There is **no charge**; you are invited as our guest. Our sponsor for the evening, **Genesys**, will be picking up the bill\*.

\*There is no obligation to engage with our sponsor after the event and there will be no commercial messaging during the dinner.

## DEBATE

### Can We Afford To Talk To Our Customers Anymore?

The affordability of customer interaction is one of the keystone strategic challenges facing business today.

A headwind of new technologies and disruptive competitors is impacting nearly every vertical and changing the economics of customer interaction.

This senior level roundtable Dinner & Debate will discuss how the mix of competitive pressures, customer take-up of digital channels, and new AI-driven technologies is changing how brands and customers interact.

## VENUE

Set in the surroundings of the grand art deco Foyer, The Foyer Private Dining Room offers a private magical dining experience in the heart of Claridge's.

## R.S.V.P.

Join us if one of more of the following resonates with your strategic priorities:

- Are competitors in your market reducing or even eliminating human-to-human customer interaction?
- Does your business face competitive pressures to close shops or branches or deflect customer queries to self-service channels?
- Can the contact centre be saved by increases in agent productivity and elevating their role to expert advisor status?
- Will content and knowledge management play an increasingly important role in delivering excellence in customer service and sales support?

Twelve senior leaders will address these and related questions over a two and a half hour, four-course dinner in a trusted and confidential environment.

To reserve your guest place, simply email your invitation acceptance to [jon.snow@directorsclub.org.uk](mailto:jon.snow@directorsclub.org.uk)

## 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.



The **Chatham House Rule** will be invoked. No record will be kept of the debate and no account of the conversation will be taken or reproduced.

Our dress code is **business** (or as glamorous as you like).

## **ABOUT**

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.

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>