



Est. 2010

DIRECTORS CLUB

To endeavour. To achieve

Leadership Dinner & Debate

DEBATE

Digital Is De-Humanising Travel

What Is The Future Role Of People In Customer Interaction Within Travel

WHEN & WHERE

Thursday, June 22nd 6.30pm – 9.30pm

Roux At The Landau

The Langham Hotel, London

WHO

Senior Stakeholders In The Customer Journey

COST

Free Of Charge

R.S.V.P.

Jon Snow

jon.snow@directorsclub.org.uk





INVITATION

You are cordially invited to attend the **Directors' Club United Kingdom Travel Leadership Dinner & Debate** at the Roux At The Landau restaurant within The Langham Hotel in Central London on Thursday, June 22nd from 6.30pm to 9.30pm.

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

DEBATE

Digital Is De-Humanising Travel: What Is The Future Role Of People In Customer Interaction Within Travel?

Join your travel industry peers for a delicious four-course dinner, over which we will debate the future need for, and unique value of, people in customer-facing roles.

Senior leaders with stakeholdings in customer service, customer experience, customer contact and customer operations, will share their vision, ideas and experiences.

Questions to be addressed include:

- Are there competitive pressures to replace people with virtual assistants, chatbots, interactive kiosks, and web self-service?
- Is customer behaviour shifting towards a preference for automated interaction with brands?
- Can self-service and automated interaction improve customer experience vs. the human-centric alternative?
- What can travel learn from other verticals with regard to the adoption of AI-driven technologies?
- What is the future for the contact centre in the travel customer journey?
- Will we see the creation of specialised roles to support higher value customers?

VENUE

Our Dinner & Debate will take place in one of the stately private dining rooms at Michel Roux's famous Roux At The Landau restaurant, a part of the Langham Hotel. This provides a charming and intimate setting for our roundtable discussion.

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 United Kingdom, will host the evening and act as discussion facilitator and 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 accept this invitation, please email your acceptance to:

jon.snow@directorsclub.org.uk



SPONSOR

This Dinner & Debate is supported by **Webhelp**, a leading provider of customer experience management and business process outsourcing services.

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

Please note: You are under no obligation to engage with our sponsor after the event.

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>