

Customer Engagement Day (CED) is a unique learning and knowledge-share event, which brings together a community of professionals with a common stakeholding in customer retention, loyalty and advocacy.

Produced by the Directors' Club (GB & NI), the agenda mixes keynote presentations and roundtable discussions, allowing the delegates to gain insight into key emerging themes, while sharing ideas and experiences with peers from across business sectors and job titles.

## Agenda

- 0830 – 0925** Registration and breakfast
- 0925 – 0930** Welcome to CED12 Manchester
- 0930 – 1000** Breakfast Keynote  
*Our Changing Customer Relationship: How the economy and technology will combine to create a unique force for change in 2012*
- 1000 – 1115** Roundtable Discussion A
- 1115 – 1145** Networking Coffee
- 1145 – 1215** Mid-morning Keynote  
*Understanding the Customer: To truly engage our customers we must first understand their changing needs and wants. Welcome to the science of listening!*
- 1215 – 1330** Roundtable Discussion B
- 1330 – 1430** Networking Lunch
- 1430 – 1500** Afternoon Keynote:  
*Social Media Goes Mainstream: Tactics and best practice for embedding social media in your online customer engagement strategy*
- 1500 – 1615** Roundtable Discussion C
- 1615 – 1630** Chairman's Review
- 1630 – 1700** Networking Afternoon Tea
- 1700** Close

## The Roundtable Format

The topic-focused Roundtable Discussion format allows you to discuss a number of subjects that are most relevant to you, and find out from your peers how they are addressing the challenges and opportunities you are also facing.

These typically include questions around best practice, measurement, ROI, resourcing, supplier selection, recruitment, business processes, budgeting, trends etc.

There are eight Roundtable Discussion Topics to choose from (see below). You choose **three topics** from this list as part of the booking process. The event organisers will then produce a personalised itinerary for you.

Each Roundtable Discussion lasts for an hour and fifteen-minutes.

Once you have chosen your three topics, you will be asked to submit any specific questions or challenges that you wish to address. This input will help the moderators set the agenda for each discussion.

On the day, the conference room will be set-up with round tables, each prominently numbered for easy identification. Your personalised itinerary will tell you which table to go to for each Roundtable Discussion.

The tables will each have 10 delegate places. An expert chairperson will facilitate and moderate the discussion.

## Roundtable Discussion Topics

Please choose **three** Roundtable Discussion Topics from the following:

**1. Perfecting Multichannel Customer Engagement in the Contact Centre**

*The big challenge for 2012 - achieving consistent performance and quality across multiple customer contact channels*

**2. Rise of the Social Enterprise**

*The blooming role of social media in online customer engagement strategy*

**3. Engaged Employees Create Engaged Customers**

*Discovering the connection between employee and customer engagement*

**4. Listening to the Voice of the Customer**

*The competitive advantages hidden in customer conversations – the emerging science of extracting and actioning this business intelligence*

**5. Mobile Customers Require a Mobile Strategy**

*The proliferation of smartphones and tablets provide new opportunities for multichannel customer engagement*

**6. Web Chat's Coming of Age**

*The power of web chat to engage e-retail customers and smooth the path to checkout*

**7. Engaging with B2B Customers**

*How the rules of B2B engagement are changing and how strategies must change in response*

**8. Web Self-service Should Be the Ultimate Means of Engagement**

*It's time self-service stopped being the ugly sister of customer engagement*

## Who should attend?

In the current economic environment there is a close relationship between customers' engagement with your brand and your organisation's bottom-line.

As a result, a broad-church of job titles has a stakeholding in the promotion of customer engagement, each with a unique perspective on the subject.

All are welcome at Customer Engagement Day!

Job titles that have gained value from previous engagement events include directors, heads and senior managers in:

Customer Service; Customer Experience; Customer Engagement; Contact Centre; Customer Management; Online Service; Direct Sales; Customer Insight; Help Desk; Customer Operations; Service Transformation; Mobile Service; and Social Media/Digital Strategy.

## Free Delegate Places

Delegate places are free for members of the Directors' Club (GB & NI).

If you are not yet a member of the Directors' Club (GB & NI), join today at no cost by clicking the secure LinkedIn.com link below (or paste the URL address into your browser):

<http://www.linkedin.com/groups?about=&gid=2754479>

This takes you to the Directors' Club (GB & NI) group on LinkedIn.com.

*Please note Directors' Club (GB & NI) membership is not open to marketers and business developers in B2B organisations. See below for sponsorship/exhibition opportunities.*

## Book Now!

Booking your place couldn't be simpler.

1. Choose your three Roundtable Discussion Topics from the list above
2. Email your request to attend, along with your topic choices to [jon.snow@oneweekmedia.co.uk](mailto:jon.snow@oneweekmedia.co.uk)
3. Please include in your email your full name, job title, business email address, and business contact telephone number

An email confirming your delegate place will be sent to you within 24 hours.

If you have a senior colleague who may also wish to also attend, please feel free to forward this brochure.

## Venue

CED12 Manchester will be held at The Lowry Hotel, the city's award winning and most fashionable venue.

For more information on the venue visit the hotel website: [www.thelowryhotel.com](http://www.thelowryhotel.com)

For location information and directions to the venue: [www.thelowryhotel.com/maps-and-directions](http://www.thelowryhotel.com/maps-and-directions)

## Sponsorship & Exhibition Opportunities

We have a limited number of sponsorship opportunities available for vendors and consultants. Please email [jon.snow@oneweekmedia.co.uk](mailto:jon.snow@oneweekmedia.co.uk) for more information or call 0845 053 1187 / 07966 191 128.