

CCMA Annual Conference 2017

CX 2020 – Digital, AI and Wellbeing.



Thursday 25th May 2017
 Killashee House Hotel, Naas, Co. Kildare.

Chairperson: Eoghan McDermott

- **8.30 – 9.00 a.m.** Registration, Coffee & Networking.
- **9.00 – 9.05 a.m.** Conference Opening and Welcome.
- **9.05 – 9.40 a.m.** **Keynote Speaker - New Rules, New Engagement** - Gerry Duffy, Professional Speaker on Goal Setting, Motivation, Leadership and Personal Development and Author of *The Goal Getter*.
- **9.40 – 10.10 a.m.** **The Economics of Experience: how better Customer Experience leads to better Business Results (but sometimes doesn't..)** - Gerard O'Neill, Chairman, Amarach Research.
- **10.10 – 10.40 a.m.** **The Wayfair Story, focusing on EU Sales & Service Team and Customer Experience Strategies** - Renate Kohlmann, Director, EU Sales & Service, Wayfair.
- **10.40 – 11.00 a.m.** Panel Discussion.
- **11.00 – 11.30 a.m.** Refreshment Break & Networking
- **11.30 – 11.55 a.m.** **Global Trends & Busy Fools...what's going to make a difference to Customer Experience** - Les Bayne, Managing Director, Accenture.
- **11.55 – 12.20 p.m.** **CX for Millennials - What Should We Do?** - Clare Tibbitts, Head of Marketing & Inside Sales UK & Ireland, Plantronics.
- **12.20 – 12.45 p.m.** **Mind the Gap** - Len Mason, Digital Experience Strategy Lead, Oracle.
- **12.45 – 1.00 p.m.** Panel Discussion.
- **1.00 – 2.00 p.m.** Networking Lunch
- **2.00 – 2.25 p.m.** **Wellness - Why is it so Important?** - Dr. Ui May Tan, Health & Wellbeing Clinical Lead, Vhi Healthcare.
- **2.25 – 2.50 p.m.** **Digital Relationship Management** - Fergal Coburn, Head of Digital Products & Payments, AIB.
- **2.50 – 3.15 p.m.** **Delivering C/X through your People – a Practical Guide** - Cormac Murphy, Managing Director, Ennovate Consulting.
- **3.15 – 3.45 p.m.** Panel Discussion.
- **3.45 – 4.00 p.m.** Conference Close.

The cost per delegate for CCMA members is €199 (cost for non-members is €229). If two or more delegates attend from one member company the cost per delegate is reduced to €179.