

CCMA
CONFERENCE
2018
PEOPLE PROMOTING EXCELLENCE



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CCMA Annual Conference 2018

CCMA CX Summit – Delivering CX Transformation and Achieving Employee Engagement.

Thursday 24th May 2018
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 – 9.45 a.m. **Keynote Speaker - Digital Transformation and the Laws of PhysiCX** - Daryn Mason, Customer Experience Thought Leader & Blogger.
- 9.45 – 10.15 a.m. **Customer Service at a Crossroads - Analogue Past, Digital Future** - Luke Mills, Managing Director, Accenture.
- 10.15 – 10.45 a.m. **Smarter Employee Engagement** - Sarah Roxborough, Senior HR Director Global Talent at Plantronics.
- 10.45 – 11.00 a.m. Panel Discussion.
- 11.00 – 11.30 a.m. Refreshment Break & Networking.
- 11.30 – 11.55 a.m. **Talent Engagement – Driving Capabilities – The Pramerica Story** - Chris Lynch, Vice President, Professional Business Services, Pramerica.
- 11.55 – 12.20 p.m. **When your Employees should determine your CX Brand** - Elaine Murphy, General Manager - Ireland, LiveTiles.
- 12.20 – 12.45 p.m. **The Future of Customer Experience** - Alastair Mckenzie, Sales Director UK & Ireland CX, Oracle.
- 12.45 – 1.00 p.m. Panel Discussion.
- 1.00 – 2.00 p.m. Networking Lunch
- 2.00 – 2.30 p.m. **Why Delivering CX Transformation Rests on Putting Ourselves First** - Grainne Parker, Health & Wellness Coach & Director – at www.thisistheway.ie, Co- Author of “Move, Train Nourish, The Sustainable Way to a Healthier You.
- 2.30 – 3.20 p.m. **Senior Executive Panel Discussion – CX – The Danger of Standing Still.**
Panel participants:
 - Annette Hickey, Senior Director Customer Solutions EMEA, PayPal & Dublin Site Lead, PayPal.
 - Denis Lucey, Vice President, EMEA Support & Deployment Services, Dell EMC.
 - Michael McCarthy, VP Customer, Virgin Media.
- 3.20 - 3.40 p.m. **“Yes And?” - The Power of Improv in Business** - Neil Curran, Founder LowerTheTone.
- 3.40 – 3.55 p.m. Question and Answer Session.
- 3.55 – 4.00 p.m. Conference Close.

The cost per delegate for CCMA members is €199 (cost for non-members is €249). If two or more delegates attend from one member company the cost per delegate is reduced to €179.