

Spring Marketing Conference: Customer Experience

24th May 2018, Hatfield House

Programme

- 09:30 Arrival and networking
- 10:00 Welcome from Philip Preston, CIM Network Manager
- 10:15 **Improving your customer's online experience workshop**
Matt Horsup, Itineris
- 11:15 Coffee and networking
- 11:30 **How content personalisation can boost customer engagement**
Richard Baker, Inspiretec Group
- 12:15 Lunch and networking
- 13:15 **How automaton can improve the customer experience**
Katie Jameson, Act-on Sftware
- 14:00 **The benefits of employee advocacy**
Laura Evans, Naked Wines
- 14:30 Coffee and networking
- 14.45 **The logic and the magic of great customer experience**
Richard Beevers, Customer Plus
- 15:45 Round up and closing remarks
- 16:00 Event close

Event sponsored by:

