

Customer Experience Management

Engage Your Customers across All Touchpoints and Maximise ROI through Effective Customer Experience Management Strategies

London Marriott Hotel,
Marble Arch, UK

8th–10th December 2010

Half-Day Interactive Post-Conference Workshop:

Deliver the right experience at the right moment

Led by:

Prof. Diana Derval

President, Research Director

DervalResearch, the Netherlands

Attending This Premier **marcus evans** Conference Will Enable You to:

- **Optimise** customer value
- **Drive** sound customer engagement and loyalty initiatives
- **Implement** best in class customer experience management processes
- **Make** efficient use of particular tools and processes to measure and improve your strategies
- **Learn** how to turn negative customer experience into a useful driver for future customer loyalty
- **Maximise** customer engagement across various channels
- **Envisage** the future of CRM
- **Capture** the most value of customer journey mapping

Learn from Key Practical Case Studies:

- **LEGO** share their strategy on how to truly involve and engage customers
- **Emirates Group** show the benefit of being customer centric as an organisation
- **Cisco** engage employees to help drive positive customer experience
- **Coca-Cola Enterprises** develop an effective expectations management system
- **BT** overcome the challenge of customer experience management in an age of “business as unusual”
- **Cablecom** implement sound customer experience processes

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OPTIMISE YOUR CUSTOMERS VALUE
OPTIMISE YOUR CUSTOMERS VALUE

DELIVER THE RIGHT EXPERIENCE

DELIVER THE RIGHT EXPERIENCE

marcus evans

In the Chair Day 1:

Dave Thomson

European Marketing Manager,
Collaboration

Cisco

In the Chair Day 2:

David Conway

Strategy Director

Nunwood

marcus evans Expert Speaker Panel:

Craig Lee

Head of Customer Experience and
CRM Programmes

Emirates Group, UAE

Finlay Mireylees

Head of Customer and Consumer
Response GB

Coca-Cola Enterprises, UK

Richard Stollery

Senior Director, Consumer Experiences
The LEGO Company, UK

Nicola Millard

Customer Experience Futurologist
BT, UK

Dave Thomson

European Marketing Manager,
Collaboration

Cisco, UK

Giorgio Cavalieri

Customer Experience and CRM Director
Fiat Group Automobiles, Italy

Tim Knight

Client Services Director

Nunwood, UK

Sören Lundgren

Head of Customer Experience

SEB, Sweden

Diana Derval

President, Research Director
DervalResearch, the Netherlands

Federico Cesconi

Head of Customer Insights and Retention
Cablecom GmbH, Switzerland

Dirk Hofmann

Consumer Data and Interaction Director
Nokia, Finland

Stefan Gheorghe

Shared Services Director
CEZ, Romania

Fabienne Linschoten

Online Experience Director
Canon Europe

Adrian Borotea

Corporate Director
CEZ, Romania

Werner Messing

Consumer Care Manager Europe
**Philips Consumer Lifestyle,
the Netherlands**

Day 1

8th December 2010

Booking Line

Tel: +44 (0) 20 3002 3276

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08:30 Registration and Morning Coffee

09:00 Chair's Opening Address

Dave Thomson

European Marketing Manager, Collaboration

Cisco

DRIVING CUSTOMER ENGAGEMENT AND LOYALTY

09:10 **Keynote Presentation**

Driving Customer Centricity: Every Touch Point Matters!

- What it takes to drive customer centric thinking?
- Understand what matters most to the customer
- Why customer experience design is essential?
- What are the benefits of being customer centred?

Craig Lee

Head of Customer Experience and CRM programmes

Emirates Group, UAE

09:55 **Case Study**

Customer Engagement

- LEGO case study: Truly involving and engaging your customers
- Integrating experiences across touch points to deliver an even better customer experience
- Does it drive sales, profit, loyalty and advocacy?

Richard Stollery

Senior Director, Consumer Experience

The LEGO Company, UK

10:40 Morning Coffee and Networking Break

11:00 **Case Study**

The Cisco Story: Engaging Employees to Help Drive Positive Customer Experience

- Building the right culture, vision and values
- Presenting the service-profit chain in 2010
- Using new ways to communicate and collaborate
- Managing and motivating employees

Dave Thomson

European Marketing Manager, Collaboration

Cisco, UK

11:45 **Customer Experience Management: Lessons from the Leaders and Implications for the Future**

In October 2010, Nunwood completed the UK's largest cross-sector audit of Customer Experiences

- The growing ROI from customer experience
- The brands which excel: The 2010 customer champions
- Best practice lessons: Quick wins and strategic implications
- The future for CEM: Game-changing approaches every brand can implement

Tim Knight

Director

Nunwood, UK

12:30 Luncheon

13:30 **Panel Discussion**

Optimising Customer Value

- Truly valuing your customers – From theory to practice; how is that translated into practice?
- What approaches do you take for accurate and effective customer segmentation? Where is your focus going into?
- What price strategies techniques do you use to satisfy sensitive customers?

Panellists

Dirk Hofmann

Consumer Data and Interaction Director

Nokia, Finland

Craig Lee

Head of Customer Experience and CRM Programmes

Emirates Group, UAE

Stefan Gheorghe

Shared Services Director

CEZ, Romania

Adrian Borotea

Corporate Affairs Director

CEZ, Romania

UNDERSTANDING CUSTOMERS, PERSONALISING THEIR EXPERIENCE AND IMPLEMENTING A SUCCESSFUL MEDIA STRATEGY

14:15 **Case Study**

Understanding Customer Behaviour

- Understanding what stands behind the customer motivation
- Analysing customer behaviour and profiting from emerging trends
- Making efficient use of customer behavioural metrics
- Forecasting how customer behaviour will change in the future

Dirk Hofmann

Consumer Data and Interaction Director

Nokia, Finland

15:00 Afternoon Coffee and Networking Break

15:30 **Personalisation: Finding the Balance between Loyalty and Costs**

- Pinpointing why and how excellent customer service drives loyalty
- Assessing the importance of personal approach in customer care
- Personalising customer experience across product segments and touch points
- Customer services as added value to sales and marketing

Werner Messing

Consumer Care Manager Europe

Philips Consumer Lifestyle, the Netherlands

16:15 **Interactive Discussion**

Implementing a Winning Social Media Strategy

- Exploring social media trends and what it means to your business
- What benefits do social media bring to your company and how do you take the most out of it?
- What do you focus on when using social media? (e.g. Internal/external communication, feedback/data gathering, marketing)
- Social media reliability and effectiveness - Do you think that social media can be used as a solid customer experience management tool?

Facilitated by

Dave Thomson

European Marketing Manager, Collaboration

Cisco, UK

17:00 Closing Remarks from the Chair

17:15 End of Day One

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Customer Experience Management is **Nunwood's** largest area of international expertise. We work with business leaders from c-suite to front-line operations to create more profitable lifetime relationships with customers. This flows from effective customer and business insights, quickly delivered to where they're needed. However, creating world-beating experiences also requires directional, commercial analysis, capable of understanding where investments will drive real, financial return and the likely paybacks. Above all else, Nunwood are uniquely equipped to Activate recommendations: Creating a link to profitable actions across your business through web-based systems, organisational consultancy, film and graphic design. We firmly believe great customer experience strategies should be as motivational as they are insightful. Nunwood are seven-time 'Best Agency' winners and creators of the Customer Experience Top 100 Leagues. We'd love to meet. Please get in touch either before, during or after the conference:
Contact **David Conway** or **Tim Knight**
Tel.: +44 (0) 845 372 0101

Day 2

9th December 2010

Booking Line

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08:30 Registration and Morning Coffee

09:00 Chair's Opening Address

David Conway
Strategy Director
Nunwood

CUSTOMER EXPERIENCE MANAGEMENT IN AN INTEGRATED APPROACH

09:10 **Clouds, Crowds and Customers: The Challenge of Customer Experience Management in an Age of "Business as Unusual"**

- How are economic pressures driving customer management strategies?
- How are customers and communities challenging business as usual?
- What technologies are shaping emerging customer behaviours?
- What are the implications for contact centres and front line service delivery?

Nicola Millard
Customer Experience Futurologist
BT, UK

09:55 **Case Study**

Implementing Sound Customer Experience Processes

- Bringing together a high level customer-focused cross functional process
- Building a specialised team to effectively oversee the process of integration
- Implementing CEM platforms
- Creating a real time CEM dashboard

Federico Cesconi
Director of Business Intelligence
UPC Cablecom, Switzerland

10:40 Morning Coffee and Networking Break

11:00 **Case Study**

Expectations Management

- New product development – Involving the customer at the start
- Corporate responsibility and sustainability – Alignment of visions
- Supply chain "Farm to Fork" – Do you know who your customer is?

Finlay Mireylees
Head of Customer and Consumer Response, GB
Coca-Cola Enterprises, UK

MASTERING THE LATEST CRM TECHNOLOGY DEVELOPMENTS

11:45 **Panel Discussion**

Envisage the Future of CRM

- How do you envision the future of CRM and what impact will it bring onto your marketing approach?
- What will be the role of the customer experience manager in the future?
- What channel do you see emerging in your service/product distribution?
- Sharing your view on social CRM – Will social media reduce the need for classical CRM tools/people and if so, how? What is the next level?

Panellists

Craig Lee
Head of Customer Experience and CRM Programmes
Emirates Group, UAE

Nicola Millard
Customer Experience Futurologist
BT, UK

Finlay Mireylees
Head of Customer and Consumer Response, GB
Coca-Cola Enterprises, UK

Fabienne Linschoten
Online Experience Director
Canon Europe

12:30 Luncheon

MEASURING CUSTOMER EXPERIENCE AND OPTIMISING THEIR VALUE

13:30 **Case Study**

Discovering New Trends in Consumer Insights and Managing Sustainable Change

- Exploring the new trends of gathering customer insights
- Learning how to make continuous improvement of customer experience in an organisation
- Creating sustainable change
- Profiting from the customer experience improvement

Sören Lundgren
Head of Customer Experience and Service Management
SEB Retail Bank, Sweden

14:15 **Case Study**

Understanding Your Shopper's Experience and Collaborating with Your Franchise Network to Gain Customer Advocacy and Increase Sales Effectiveness

- Shoppers versus customers: Why?
- Brand-owner and franchised network: Conflicting interests?
- Monitoring shoppers experience and active pipeline management to bring transparency to the sales process and increase sales effectiveness: the results of a two year long project.

Giorgio Cavalieri
Customer Experience and CRM Director
Fiat Group Automobiles, Italy

15:00 Afternoon Coffee and Networking Break

15:30 **Case Study**

Customer Expectations and Clients Service Management for Electricity Distribution and Supply

- Evaluating and reviewing the power quality standards
- Analysing customer needs versus utility offered services
- Exploring customer behaviour in a crisis period
- Assessing customer expectations in captive versus eligible options

Stefan Gheorghe
Shared Services Director
CEZ, Romania

Adrian Borotea
Corporate Affairs Director
CEZ, Romania

16:15 Closing Remarks from the Chair

16:30 End of the Conference

Business Development Opportunities:

Does your company have solutions or technologies that the conference delegates would benefit from knowing? If so, you can find out more about the exhibiting, networking and branding opportunities available by contacting: Thomas Dunn, **marcus evans** Prague, Sponsorship Manager
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10th December 2010

- 09:00 Registration and Coffee
- 09:30 Workshop leader Introduction and Opening Remarks
Led by:
Prof. Diana Derval
President, Research Director
DervalResearch, the Netherlands
- DELIVER THE RIGHT EXPERIENCE AT THE RIGHT MOMENT**
- 09:45 **How to design the right experience for your customers? With a review of powerful frameworks and latest neuroscientific findings.**
- 10:45 Morning Coffee and Networking Break
- 11:00 **How to interact with customers in order to generate value? With hands-on methods and inspiring case studies.**
- 11:30 **Interactive session in groups: who are your personas? What are the right touchpoints and moments to interact with them?**
- 12:30 Short Break
- 12:40 **The right experience, at the right moment: Debrief and take aways**
- 14:00 Closing Remarks and End of Post-Conference Workshop

Workshop Leader:

Prof. Diana Derval is President and Research Director of DervalResearch, global market research firm specializing in human perception and behavior, and Chair of the Board of Directors of the Better Immune System Foundation. Visionary researcher, inventor of the Hormonal Quotient® (HQ), member of the Society for Behavioral Neuroendocrinology, and author of the books "The Right Sensory Mix" and "Wait Marketing", Diana Derval turns fascinating neuroscientific breakthroughs into powerful business frameworks to identify, understand, and predict human traits, motivations, and behavior. She has accelerated the development of Fortune 500 firms including TomTom, Michelin, HP, Philips, Sara Lee, and Danone. Diana Derval is Adjunct Professor of Marketing and Innovation at the MBA/Robert Kennedy College, and teaches Sensory Science and Market Research at ESSEC Paris-Singapore Business School, and at MBA/University Leonard de Vinci in Paris. Over 10,000 professionals enjoyed her inspirational lectures and workshops from Chicago to Shanghai.

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Producers and promoters of over 150 of the world's leading business and economic summits every year for senior decision makers at exclusive locations around the world. These events provide attendees with a unique opportunity to access the latest developments in their chosen industry and to network in a structured environment with leading industry practitioners.

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marcus evans linguarama offers effective training in language, communication and culture for business and professional people. With more than 30 years' experience and over 20 centres in Europe, we are one of Europe's largest business language and communication training organisations. Each year **marcus evans linguarama** trains people from over 60 countries worldwide and provides over 1,000 companies and organisations with total training solutions where our courses are focused entirely on the needs of the individual participant or group and have practical relevance to business and professional life.

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marcus evans congresses

marcus evans congresses bring together the leading vendors and decision makers from a wide range of services and industries. Each event provides an opportunity for key suppliers to exhibit and demonstrate their products to the region's key professionals. In addition to the exhibition format the event's educational conference is attended only by delegates who are pre-qualified, in most cases to a minimum spend of US\$5 million and many with budgets in excess of \$50 million.

Speaker Profiles

Richard Stollery

Senior Director, Consumer Experiences

The LEGO Company, UK

Richard has global responsibility for the consumer experience across LEGO touchpoints. He joined the LEGO Company in 2001 as European Consumer Services Director, responsible for direct to consumer sales and services in 18 countries and 13 languages. In 2003 his role was extended to a global one with responsibility for in-house and outsourced operational centres in the UK, the USA, Japan, Korea and Australia. His work was recognised in 2007 when the LEGO European Contact Centre won Best Centre for Customer Service and he was awarded Business Strategist of the Year at the European Call Centre Awards. Richard designed, developed and implemented the "Now to Wow!" strategy that has brought greater focus on the consumer experience across LEGO touchpoints. He was the first person in LEGO with consumer experience in his job title, introducing consumer scorecards, consumer champions and a consumer experience toolkit including NPS (Net Promoter Score) as the principal measure of consumer loyalty. He has also headed up the LEGO Community Division and is currently responsible for the LEGO Club, a CRM and loyalty programme with almost 4 million members in 12 countries. Before joining the LEGO Company, Richard was General Manager for Direct Operations for Xerox Europe. There he was responsible for setting up and managing 8 contact centres across Europe, covering the disciplines of telesales, telemarketing and customer service. A business studies graduate and a Fellow of the Chartered Institute of Marketing, Richard is also a regular speaker at industry seminars. Richard is married with two children and spends any spare time coaching basketball, playing tennis and of course, building LEGO models!

Dave Thomson

European Marketing Manager, Collaboration

Cisco, UK

For the last 26 years, Dave has been involved in the high-tech industry, where he has gained a broad range of experience as a development engineer, product manager and marketing manager in companies such as GEC-Plessey Telecommunications, Aspect Communications, Primus Knowledge Solutions, Saba Software and Performix Technologies. Dave joined Cisco in 2005, initially to focus on marketing contact centre solutions in Europe, but he now covers the full UC&C portfolio, which includes telephony, mobility, customer care, video (including the recently acquired Tandberg products), conferencing, messaging and enterprise social software. Dave also has a business transformation role, helping organisations, particularly in the public sector, to build the business case for UC&C solutions. Dave's technical background, first-hand experience of customer sites and his ability to communicate with humour and without acronyms, has led Dave to be invited to speak at contact centre and customer experience events around the world.

Giorgio Cavaliere

Customer Experience and CRM Director

Fiat Group Automobiles, Italy

Mr. Cavaliere is Director of Customer Experience Management and Customer Relationship Management Europe for Fiat Group Automobiles. In this position over the last three years he increased the company CRM sales from 0,5% to 12% of retail sales and developed an internal business unit dedicated to increase customer experience and improve sales, marketing and service effectiveness. Mr. Cavaliere has more than 20 years of combined management consulting and industry line management experience with P&L and people responsibility both in Italy and in USA where he lived for 13 years. His expertise is in the areas of Customer Experience Management, Channel Management, Customer Relationship Management, and Supply Chain Management. Mr. Cavaliere's industry experience includes automotive, pharmaceutical OTC, health care, industrial and farming equipment, logistics services, consumer packaged goods, and financial services. He worked on several multinational projects in Europe and in the U.S. and is familiar with headquarters and foreign-based subsidiaries issues.

Nicola Millard

Customer Experience Futurologist

BT, UK

Dr Nicola Millard's mission in life is to make customer experiences better for both customers and the employees delivering them. Nicola is responsible for leading innovation and thought leadership on Customer Experience in BT Global Services (marrying three 'ologies': psychology, technology and futurology). Since joining BT in 1990, Nicola has worked extensively with clients both within BT and in sectors such as travel, utilities, government and finance to ensure that they put the 'relationship' into 'customer management'. Nicola combines a pragmatic operational view of serving the customer with extensive research that challenges the way that organisations typically design and deliver customer experiences.

Tim Knight

Client Services Director

Nunwood, UK

Tim's background is in research and consultancy, having previously spent time in internet marketing and economic research, before joining the Nunwood team in 2002. During his time at Nunwood, Tim has worked across research and account management roles in the retail, CPG, telecoms and financial services sectors, working in the UK and globally with clients like Barclaycard, Virgin, T-Mobile and DSGi. An ESOMAR speaker and recipient of the MRS 'Research Effectiveness' award, Tim's remit at Nunwood is now client services focused, sitting across the company's research, modelling, knowledge management and film business to provide a consistent contact to newer clients. Tim is also responsible for the evolution of the Nunwood brand, group services strategy and global marketing. Tim's interests are focused on ensuring more joined-up delivery of projects and facilitating better links between research and business action. He is currently based in the UK.

Sören Lundgren

Head of Customer Experience & Service Management

SEB Retail Bank, Sweden

Sören is responsible for development of customer experience and service management within SEB Retail: NPS Implementation and Change Management, Voice of the Customer, Customer Insight, Customer Satisfaction, Service Management, and Service Quality. From December 2005 to December 2006, Sören held the position of the CEO at Dimant, Dimant Customer Experience Design is a Market research and consultancy company specialised in measurement and development of Customer Experience Design & Management. Throughout his professional career, Sören also hold the following positions: Vice President at Hermelin Nordic Research, Head of Customer Insight at Vodafone Sweden, Head of CRM at Europolitan Vodafone, Head of CRM / After Market at Europolitan, Head of Strategy / Senior Consultant at ACTI AB, Senior Partner VP at B2B.

David Conway

Strategy Director

Nunwood, UK

David leads the company's global Customer Experience Management practice, overseeing Nunwood's ground-breaking Top 100 league table in 2010. The innovative survey saw Nunwood speak to 5,500 respondents in the most comprehensive study of its kind to establish the UK's true consumer champions. The response has been staggering. Its findings made national news. "Our Top 100 has galvanised some of Britain's biggest businesses," says David. "Those near the top of the table want to know why they are there, while those who didn't make the list want to know how to get on it in 2011." David's focus is to revolutionise the role of insight in helping manage customer experiences. He combines new thinking with technology,

marketing sciences, organisational culture change and employee engagement techniques. "At Nunwood we have a wealth of experience at our disposal – people who know how to create great customer experience and do this in a cost effective manner," he adds. "We know what customers want and we can guide our clients in the right direction." David is a former PLC board director of N&P Building Society, Liverpool Victoria Group and The Co-operative Bank, where he managed 3,500 staff charged with delivering world-class experiences to more than 6.5 million customers. He also led the design, set-up and launch of the group's Smile brand. David has worked with a number of FTSE 100 and Fortune Global 500 companies, delivering a significant ROI through increased customer loyalty and value-growth.

Prof. Diana Derval

President, Research Director

DervalResearch, the Netherlands

Prof. Diana Derval is President and Research Director of DervalResearch, global market research firm specializing in human perception and behavior, and Chair of the Board of Directors of the Better Immune System Foundation. Visionary researcher, inventor of the Hormonal Quotient® (HQ), member of the Society for Behavioral Neuroendocrinology, and author of the books "The Right Sensory Mix" and "Wait Marketing", Diana Derval turns fascinating neuroscientific breakthroughs into powerful business frameworks to identify, understand, and predict human traits, motivations, and behavior. She has accelerated the development of Fortune 500 firms including TomTom, Michelin, HP, Philips, Sara Lee, and Danone. Diana Derval is Adjunct Professor of Marketing and Innovation at the MBA/Robert Kennedy College, and teaches Sensory Science and Market Research at ESSEC Paris-Singapore Business School, and at MBA/University Leonard de Vinci in Paris. Over 10,000 professionals enjoyed her inspirational lectures and workshops from Chicago to Shanghai.

Federico Cesconi

Director of Business Intelligence

UPC Cablecom, Switzerland

Federico is responsible for the development and implementation of customer and business insight best practices across UPC Cablecom. Federico started his activity in marketing analytics at one of Southern Switzerland's leading Internet Service Providers - Tinet SA - as Marketing Manager, responsible for database marketing and data mining back in 1996. He joined Cablecom Ticino in 2000 as Marketing Manager, and in 2002 he moved to corporate headquarter in Zürich as Head of Customer Information Management. He was appointed to his current position in September 2007 with responsibility for both business insights and the customer insights area. Federico and his team have won the North American Insight Award 2006 in Data Mining, the European Insight Award 2007, and the 1-to-1 Gartner Award 2008. Federico earned his PhD at the University of Milano, and a Masters in Business Administration from the University of Wales.

Werner Messing

Consumer Care Manager Europe

Philips Consumer Lifestyle, the Netherlands

Werner has been working with Philips for over 16 years. During that time he gained international experiences in Semiconductors and the Lighting Industry before he joined the Consumer Lifestyle business 6 years ago as Master Black Belt working to improve Product Quality. Since 3 years Werner is heading Consumer Care in Europe for the Consumer Lifestyle sector and successfully implemented Customer & Consumer Care Services, which have created loyalty and brand preference, increased satisfaction (NPS) and contributed to cost efficiency. His strong focus on customer & consumer satisfaction together with his ability to transform enquiries and even complaints into sales opportunities have created new, unexplored revenue and profit streams. Werner is a strong believer in short- & long-term strategic planning and execution based on operational excellence. He is a passionate and innovative leader and involves his downstream managers and team-members into decision taking processes, giving both responsibility and accountability. In his current role as European Consumer Care Manager, he has responsible for Repair & Exchange, Logistics, Call/Contact Center Management, Environmental Management, Strategy, CoNQ and all related budgets. Werner is married, 2 children and lives in Eindhoven (Netherlands) and will share his experiences and passion for Consumer satisfaction with you to create and evoke the WoW factor.

Stefan Gheorghe

Shared Services Director

CEZ, Romania

Stefan GHEORGHE is an Electrical Engineer who has worked in Electricity Transmission, Distribution and Supply fields in Romania for more than 25 years. He participated in the projects for restructuring of energy sector and implementation of new technology in Customer Services in few of the eight subsidiaries of Electrica. Since 2001, Stefan GHEORGHE has been an Associate Professor of the Technical University VALAHIA from Targoviste where he taught the course: "Power Quality in Electricity Distribution Systems". Since 2006, He has been working for CEZ Romania, the daughter of a multinational Czech company, CEZ as, with operations in the Energy sector in Europe. Stefan GHEORGHE took part in DISTRIBUTION Working Group of EURELECTRIC and Power Quality Working Group of CIGRE – International Council on Large Electric Systems, within the period 2001 – 2008. Stefan GHEORGHE is Shared Services Director in CEZ Romania and he is responsible for implementation of all Customer Care Programs in CEZ Romania Group, which manages more than 1.3 million customers.

Adrian Borotea

Corporate Affairs Director

CEZ, Romania

He is working in the energy sector for 18 years, starting at RENEL and closely following all its restructuring stages. From 2000, he joined ANRE, being appointed as Vicepresident in 2004. During early 2006, Mr. Borotea joined CEZ Romania as Corporate Affairs Director, being responsible for regulatory agenda and corporate affairs of CEZ Group companies in Romania. He was also project manager for first successful unbundling in the Romanian electricity sector – Electrica Oltenia and for the first call option implementation, purchasing 49% of shares for CEZ Distributie and CEZ Vanzare, in the 2009 biggest transaction in the Romanian energy sector. From March 2007, Mr. Borotea was appointed as Board member of CEZ Distributie. From April 2010, he was appointed as Board member of CEZ Romania and as Board member of Energonuclear (project company to build two 720 MW nuclear units at Cernavoda). As highest recognition within CEZ Group, he received the CEO CEZ Group Award for efficiency for the year 2006. Balancing studies with career, he graduated in December 2007, an Executive MBA at Pittsburgh University, USA.

Fabienne Linschoten

Online Experience Director

Canon Europe

Fabienne is a digital marketing and e-commerce professional with 14 years experience. She joined Canon Europe in 2008. At the Consumer Imaging Group, Fabienne's role as Online Experience Director focuses on the digital strategy, e-mail marketing and eCRM to build a solid performance around all online consumer touch points with Canon. Also, she is responsible for the e-commerce strategy and Canon's online sales channels. Prior to that, Fabienne was Online & Front-End Manager at bol.com, Netherlands' largest online retailer for media products.

Customer Experience Management

Booking Line

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1. Fees are inclusive of program materials and refreshments.
2. Payment Terms: Following completion and return of the registration form, full payment is required within 5 days from receipt of invoice. PLEASE NOTE: payment must be received prior to the conference date. A receipt will be issued on payment. Due to limited conference space, we advise early registration to avoid disappointment. A 50% cancellation fee will be charged under the terms outlined below. We reserve the right to refuse admission if payment is not received on time.
3. Cancellation/Substitution: Provided the total fee has been paid, substitutions at no extra charge up to 14 days before the event are allowed. Substitutions between 14 days and the date of the event will be allowed subject to an administration fee of equal to 10% of the total fee that is to be transferred. Otherwise all bookings carry a 50% cancellation liability immediately after a signed sales contract has been received by **marcus evans** (as defined above). Cancellations must be received in writing by mail or fax six (6) weeks before the conference is to be held in order to obtain a full credit for any future **marcus evans** conference. Thereafter, the full conference fee is payable and is non-refundable. The service charge is completely non-refundable and non-creditable. Payment terms are five days and payment must be made prior to the start of the conference. Non-payment or non-attendance does not constitute cancellation. By signing this contract, the client agrees that in case of dispute or cancellation of this contract that **marcus evans** will not be able to mitigate its losses for any less than 50% of the total contract value. If, for any reason, **marcus evans** decides to cancel or postpone this conference, **marcus evans** is not responsible for covering airfare, hotel, or other travel costs incurred by clients. The conference fee will not be refunded, but can be credited to a future conference. Event program content is subject to change without notice.
4. Copyright etc. All intellectual property rights in all materials produced or distributed by **marcus evans** in connection with this event is expressly reserved and any unauthorized duplication, publication or distribution is prohibited.
5. Data Protection: Client confirms that it has requested and consented to **marcus evans** retaining client information on **marcus evans** group companies database to be used by **marcus evans** group companies and passed to selected third parties, to assist in communicating products and services which may be of interest to the client. If the client wishes to stop receiving such information please inform **marcus evans** local office or email gleavep@marcusevansuk.com for training and security purposes telephone calls may be recorded.
6. Important note: While every reasonable effort will be made to adhere to the advertised package, **marcus evans** reserves the right to change event dates, sites or location or omit event features, or merge the event with another event, as it deems necessary without penalty and in such situations no refunds, part refunds or alternative offers shall be made. In the event that **marcus evans** permanently cancels the event for any reason whatsoever, (including, but not limited to any force majeure occurrence) and provided that the event is not postponed to a later date nor merged with another event, the Client shall receive a credit note for the amount that the Client has paid to such permanently cancelled event, valid for up to six months to be used at another **marcus evans** event. No refunds, part refunds or alternative offers shall be made.
7. Governing law: This Agreement shall be governed and construed in accordance with the law of England and the parties submit to the exclusive jurisdiction of the English Courts in London. However, **marcus evans** only is entitled to waive this right and submit to the jurisdiction of the courts in which the Client's office is located.
8. Client hereby acknowledges that he/she specifically authorizes that **marcus evans** charge the credit card listed above for the amount provided herein, that this Contract is valid, binding and enforceable, and that he/she has no basis to claim that any payments required under this Contract at any time are improper, disputed or unauthorized in any way. Client acknowledges that they have read and understood all terms of this contract, including, without limitation, the provisions relating to cancellation.

In today's highly competitive market, consumers' expectations are constantly increasing in terms of the value for money and the experience they expect to receive. Organisations across the continent focus on measuring the experience they deliver to their customers, and more important than ever, they seek to deliver a consistent quality experience across all customer touch points. They are aware that mastering the right customer experience measurement techniques, understanding the customer data and implementing best in class customer experience management integrated approaches will provide them the key driver for higher customer value and memorable positive customer experience.

The upcoming executive level forum brings together leading experts from Emirates Group, the LEGO Company, Coca-Cola, Cisco to share their unique success stories in engaging employees and customers, implementing sound customer experience processes or managing customer experience in an age of "business as unusual". They will present real life examples of how to become a truly customer centric organisation, and to understand and master customer expectations in real time.

You will gain exclusive insights into the most relevant trends within the customer experience management arena, benefit from the latest innovations on the technology market that will assist you in delivering a consistent customer experience.

Who should attend:

VP, Directors, Heads of:

- Customer Experience
- Customer Satisfaction
- CRM
- Consumer Insights
- Customer Care
- Customer Engagement
- Loyalty/ Retention
- Customer Research
- Relationship Marketing
- Market Research

If you would like further information about the event or information about how to book, please contact:

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