



CUSTOMER FIRST LIVE

25 -26 September 2019 Olympia, London
www.customerfirst.live

In partnership with:



RETAIL



AUTOMOTIVE



HOSPITALITY



LEISURE



TRAVEL



FOOD & BEVERAGE



FINANCIAL SERVICES

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DAY 1

09:00 - 09:10	Welcome & House Keeping	Martin Newman (Founder, The Customer First Group)
09:10 - 09:50	Being Customer First: A practical step by step guide to delivering true customer centricity	Martin Newman (Founder, The Customer First Group)
09:50 - 10:25	Building Loyalty: How to drive customer lifetime value	Hugh Hensing (UKI Chief Operating Officer, Aviva UK)
10:25 - 11:05	Driving an uptake in sales: Best practice tips for delivering end to end customer engagement	Charlie Casey (Senior Customer Performance Manager, Barclays), Nadine Neatroux (eCommerce Director, Revolution Beauty), Mark McCulloch (Founder, Supersonic Inc.), Martin Newman (Founder, The Customer First Group)
11:05 - 11:35	Break	
11:35 - 12:10	To Be Announced	
12:10 - 12:45	Disrupting your business: How consumer expectations are changing and how to meet the needs of future customers	Jonathon Swaine (Managing Director, Fuller Smith & Turner)
12:45 - 13:45	Lunch	
13:45 - 14:25	It's the sum of the parts that counts: Leveraging the whole organisation to deliver successful customer experiences	Caroline Sanger-Davies (Director of Marketing, Chester Zoo)
14:25 - 15:00	Bringing your brand to life: Key components of a successful brand strategy	Mark McCulloch (Founder, Supersonic Inc.)
15:00 - 15:30	Break	
15:30 - 16:05	Brand, customer & commercialisation: How to get the balance right between brand development and customer experience whilst driving commercial outcomes.	Graham Johnston (Head of Omnichannel & Digital First, Three)
16:05 - 16:40	Monetising social media: The key trends and opportunities to drive sales and service	Alison Battisby (Chief Executive Officer & Founder, Avocado Social)
16:40 - 17:20	Building a customer centric culture: How to deliver on brand aspirations inside and out	Lynne Weedall (Ex Group HR Director, Selfridges Group)
17:20 - 17:30	Wrap Up	Martin Newman (Founder, The Customer First Group)
17:30 - 18:30	Drinks	

DAY 2

09:00 - 09:10	Welcome & House Keeping	Martin Newman (Founder, The Customer First Group)
09:10 - 09:45	Turning data into actionable insight: Identifying core customer segments to create highly effective products, marketing and experiences	Phillip Mountford (Chief Executive Officer, Hunkemöller)
09:45 - 10:20	To Be Announced	
10:20 - 11:00	Improve sales and reduce costs: Hear from front line employees on how to leverage your staff for idea generation	
11:00 - 11:30	Break	
11:30 - 12:05	Structure your success: How to transform people and processes in a legacy business	Andy Harding (Chief Digital Officer, Arcadia)
12:05 - 12:45	Removing friction: How to create a seamless customer journey	Dan Whytock (Chief Executive Officer & Founder, Down Your Highstreet), Rona Ruthen (Customer Operations Director, Monzo Bank), Jon Buss (Managing Director, Yext), Martin Newman (Founder, The Customer First Group)
12:45 - 13:45	Lunch	
13:45 - 14:25	The commercial opportunity of customer centricity: How to leverage customer insight to improve top line sales and profitability	Mike Logue (Chief Executive Officer, Dreams)
14:25 - 15:05	Getting the basics right: How to build a successful business through great service and customer experience	Frances Bishop (Founder, The Pud Store)
15:05 - 15:35	Break	
15:35 - 16:00	Social responsibility matters: The requirement for all consumer facing businesses to become socially accountable and responsible	Frances Card (Fashion & Beauty Expert, Ex COO Matches Fashion)
16:00 - 16:15	Millennials: Understanding the needs of your main customer segment	Carl Scheible (Chief Executive Officer, Clearpay UK)
16:15 - 17:25	Wrap Up	Martin Newman (Founder, The Customer First Group)



PRICING

EARLY BIRD (EXPIRES 31 ST JULY)		FULL PRICE	
2 Days	£725	2 Days	£899
1 Day	£450	1 Day	£550



CUSTOMER FIRST LIVE

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Apex Room, London Olympia
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CONTACT THE TEAM FOR TICKETS AND LATEST OFFERS!
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