

directors forum
EMPLOYEE ENGAGEMENT
25 NOVEMBER 2010 LONDON
www.customerengagementclub.com



**HOW EMPLOYEE ENGAGEMENT CAN DRIVE BUSINESS PERFORMANCE
AND DELIVER SUCCESSFUL CUSTOMER ENGAGEMENT**

A one day programme of leading experts, case studies, round table discussions, panel debate and informal networking will demonstrate how to:

- Retain and win customers through employee engagement
 - Improve overall productivity and processes long term
 - Gain employee commitment and encourage innovation
 - Implement sustainable employee retention strategies
 - Gain competitive advantage and boost the bottom line

**Free to attend for senior executives responsible for employee
and customer engagement strategies and operations**

9:30 Registration and Coffee

9.55 Welcome

10:00 Customer Engagement and Employee Engagement: What's the Connection?

In this session, we will consider how employee engagement can play a crucial role in enhancing customer engagement.

- what is employee engagement?
- what can line managers do to raise engagement levels amongst their team?
- how can employee engagement impact on customer engagement?



Professor Katie Truss - Professor of Management and Head of Kent Business School at Medway

Katie Truss is Professor of Management and Head of Kent Business School at Medway. Previously, she was Director of the Centre for Research in Employment, Skills and Society at Kingston University, where she was also founder and Director of the Employee Engagement Research Consortium. Katie has been conducting research into employee engagement since 2006, and has co-authored three reports commissioned by the CIPD as well as numerous papers and articles, including 'How to Engage the Pole Vaulters on your Staff' which was published in the Harvard Business Review earlier this year.

She was a member of the BIS Expert Group on Employee Engagement founded as part of the MacLeod Review into employee engagement in the UK.

10:45 CASE STUDY: Travelport. How employee engagement improved business processes, employee advocacy and reduced costs

Crispin will explain how Travelport has used Net Promoter to underpin an innovative employee engagement programme to drive process and communications improvement and enhance levels of employee advocacy.



Crispin Manners, CEO, ONVA

Crispin Manners is a recognised authority in harnessing the power of Word-of-Mouth as part of an integrated communications strategy. By working with leading specialists, Crispin has developed a breakthrough methodology for increasing the recommendability of products, services or brands. He is the architect of the UK first in consumer engagement developed for the Simple beauty brand, launched in April 2007 which won the inaugural Web 2.0 award from the PRCA in November 2007 and the Sabre Award in May 2008.

He has also taken the Net Promoter Score (NPS)* – the world-class metric developed by Bain & Company and Satmetrix, that identifies the

recommendability of a product, service or brand – and adapted it to become an invaluable 'listening' technique for brands. He has embedded NPS as the foundation research technique for Onva's consumer and employee engagement methodology.

11:30 Coffee

11:50 Employees: Unleashing your untapped competitive advantage

Understanding how to emotionally engage your employees and customers has direct and powerful links to enhanced financial performance. Whilst new technologies and ideas are quickly replicated, an emotional infrastructure based on the human nature of your employees enables consistent, sustainable high performance and, critically, is hard to copy.



Peter Flade - Senior Managing Partner, Gallup

Peter Flade is a Senior Managing Partner with Gallup and a member of the Executive Committee. Peter is based in London and oversees the European region.

Gallup is a global research-based consultancy in applied behavioural economics that helps leaders at every level of business, government and society improve organisational performance by understanding the voice of their constituencies.

Peter works with executive teams to help deliver change. He has published articles in this arena and is a regular presenter at client partner meetings as well as conferences.

Prior to joining Gallup, Peter worked in retail management for the Dixons Group (DSG) and holds degrees from the University of Kent and LSE; he is currently studying at TRIUM. He is fluent in English, Dutch, and Greek and speaks conversational French.

12:35 Engaging and motivating Generation Y

The number of Generation Y people in the UK is roughly equal to the population of London. This enormously significant demographic group of people are often misunderstood, mismanaged and poorly motivated. Kevin Harrington's presentation will deliver some headline research information and some thoughts on how best to engage and work with Generation Y. This will be supported by learnings from clients and Sodexo, an employer of 38,000 staff in the UK. Delegates will also receive a supporting white paper on the subject.



Kevin Harrington, Director of Sodexo Motivation Solutions

Kevin joined Sodexo as a director of the UK Motivation Solutions business in September 2007. This followed a year where he had

AGENDA

Employee Engagement Directors Forum • 25th November 2010, London

consulted to Sodexo and helped with the launch of SayShopping, the multi-retailer gift voucher.

Sodexo is a truly international business: 380,000 employees operating in 80 countries. One of the main sources of revenue is motivation solutions where Sodexo is one of the world's leading businesses.

Premium Brand Credentials

Global Marketing Director with BBC Worldwide and a variety of senior roles with Sony have provided Kevin an enormous amount of valuable business experience in the UK and worldwide.

13:15 Lunch

14:15 Panel Debate: How Employee Engagement can drive business performance and deliver successful Customer Engagement

Panel members: Professor Katie Truss, Crispin Manners, Peter Flade, Kevin Harrington, Steve Hurst



15:15 CASE STUDY: Nationwide. Building The Business Case For Engagement

The virtuous triangle:

Engagement>Satisfaction>Profitability

- Hear how Nationwide links their promise with their employee promise
- Identify ways to measure the relationship between employee engagement, customer satisfaction & profitability
- Why enabling your people motivates them to go the extra mile for your customers
- Discover ways to eliminate the barriers preventing people from doing a great job
- Get new ideas on how you can clone your best people to improve performance



Amanda Reynolds, Customer Experience & Employee Engagement, Nationwide

Amanda Reynolds specialises in people strategies, aimed at creating happier employees and customers and an impact on the bottom line. At Nationwide Amanda is responsible for Customer Experience, Employee Engagement, Internal Communications and Branch Relationship

Management. Over the past 18 years, she has worked both internal for companies and as a management consultant in 11 different countries. Her passion is transformation and has led major change for companies such as Santander, Astra Zeneca, ACAS, Egg, Coultts, Norwich Union and many more.

16:00 Coffee

16:20 Supporting first-line managers, engaging front line staff - Fast Feedback for Employee Engagement:

A first chance to hear:

- Detailed results from the Transparent Consulting / Observer August 2010 review of FTSE-100 companies' employee engagement methods
- How technology has been used to support brave changes to the culture of feedback
- Case studies of companies increasing leadership skills, employee engagement and service quality



Giles Slinger, CEO, Transparent Consulting

Giles Slinger has a PhD from Cambridge University, where he specialised in Stakeholder Economics. He has worked for 12 years in consultancy for service organisations in the public and private sector.

17:05 CASE STUDY: Towry Law Group. 'Engaging your people to engage your customers: the Towry way'

Towry, a fast growing Wealth Advice business (Sunday Times 'Fast Track 100' Company) has been transformed from a loss making commission based IFA, with substantial employee turnover and poor retention, to a leading example of wealth advice. This had been achieved in a significantly changing environment both from a regulatory and demographic prospective, whilst the 5 year transformation has been driven in context of substantial acquisitions and business re-engineering, the fundamental catalyst that has driven the business transformation has been the cultural change.



Andrew Fisher, Chief Executive of Towry Law Group

Andrew is Chief Executive of Towry, the Wealth Managers, prior to that he was Chief Executive of Cox Insurance Holdings Plc., the Group Chief Executive of Coultts Group the Wealth Management business of Royal Bank of Scotland, incorporating Coultts & Co. Coultts International, Nat West Private Bank, Nat West Stockbrokers and the RBS Private Banks. During his earlier career Andrew was a senior advisor to one of the world's largest private equity group, the Carlyle Group, and a Partner in the Consultancy practice of Coopers and Lybrand

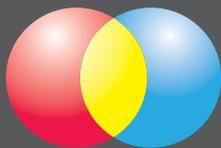
17:50 Networking & Drinks



Employee Engagement Directors Forum 25th November 2010, London

- Date: Thursday 25th November 2010
- Time: 9:30am – 5:30pm
- Venue: Gallup Conference Centre, The Adelphi,
1-11 John Adam Street, London WC2N 6HS
- Who should attend: Customer Service Directors/Senior Management,
HR Directors/Senior Management, Marketing Directors/
Senior Management all others responsible for employee
and customer engagement strategies and operations.
- Delegate Fee: (Includes lunch, networking function and all sessions)
- Free to attend for senior executives responsible for
employee and customer engagement strategies and
operations
 - Industry/Others: £495
- Hotels Discounted hotel accommodation - Swissôtel The
Howard, London (£150 per night) Tel: 020 7836 3555
and the Guoman Hotel Charing Cross (£155)
Tel: 0871 376 9012 Please mention 'Gallup' when booking.

REGISTER NOW at - <http://www.jotform.com/form/2163523892>
Or contact Chris Wood: chris@ictcomms.com and **+44 (0) 1932 341828**



directors forum
EMPLOYEE ENGAGEMENT
25 NOVEMBER 2010 LONDON
www.customerengagementclub.com

The Employee Engagement Directors Forum is organised
by the Customer Engagement Club

www.customerengagementclub.com

ICT Communications Limited,
Fantail House,
Coldharbour Road,
Woking,
Surrey,
GU22 8SN, UK

Upcoming Directors Forums include:

- Multi channel Customer Engagement strategies and operations
- Mobile and Social Media Engagement
- B2B Engagement
- Customer Engagement and Contact Centres
- Online Customer Engagement
- Technology Solutions for Customer Engagement

For more information contact Chris Wood:

chris@ictcomms.com and **+44 (0) 1932 341828**



directors forum
EMPLOYEE ENGAGEMENT

Host Partner

GALLUP

Sponsor

sodexo