

Customers as Advocates

Fifth Annual Conference



2018

The Rise of the Customer Success Officer

Customers as Advocates: the conference for enterprise IT marketing specialists

3 OCT 2018

The Dorchester Hotel
London W1

Conference programme

- 08:00 - 09:00 ● Arrive and register
- 09:00 - 09:45 ● **INTRODUCTION**
David Northover and **Toby Chapman-Dawe** will introduce the conference, say a few words about **Strand** – and then you sit back, relax and enjoy the morning!
- 09:45 - 10:15 ● **VIEW FROM THE CUSTOMER STRATEGIST**
Steven Walden, Strativity
- 10:15 - 10:45 ● **VIEW FROM THE CUSTOMER SUCCESS OFFICER**
Deborah Preston, Senior Director Global Head of customer Success at 2Checkout
- 11:00 - 11:30 ● Coffee break
- 11:30 - 12:00 ● **VIEW FROM THE CUSTOMERS**
Panel session with a customer describing what it is like to be on the receiving end of the customer reference/case study/video process. **Tim Howard**, Marketing Director, The Deltic Group and **Charles Lilley**, IT Director, Synlab
- 12:00 - 12:30 ● **VIEW FROM OUTSIDE THE INDUSTRY LOOKING IN**
Chris Birkett, Thomson Foundation and former deputy head, Sky News, Director Digital Debate Campaign
- 12:30 - 13:00 ● **THANK YOU FROM STRAND WRITING AND DESIGN**
Toby Chapman-Dawe, Managing Director, Strand

THERE IS SUCH A THING AS A FREE LUNCH!



Delegates Attending in Past Years

2014

Total of 56 delegates from 41 companies, including IBM, Intel, Oracle, Kaspersky, SAP and Unisys.

2015

Total of 63 delegates from 39 companies, including Cisco, Hitachi, HP, IBM, Juniper, SAP, SAS and VMware.

2016

Total of 77 delegates from 38 companies, including Computacenter, Epicor, Fujitsu, IBM, Juniper, Kaspersky and Symantec.

2017

Total of 94 delegates from 47 companies, including Approvo, Basware, Brocade, BT, CA, Cisco, Citrix, Finastra, Fiserv, Fujitsu, IBM, Intel, Juniper, Lenovo, Microsoft, Northdoor, Nutanix, SAP, SAS, Sungard, Tata, Temenos and Verisec.

To find out about speaking opportunities (rare), sponsorship opportunities (very rare) and attending (free), please email:



toby.chapman-dawe@strand-uk.com



strand *writing & design*
exclusively for information technology companies