

Massive line-up for ECEW 2012

LONDON, UK: This year marks the fourth ECEW event, and taking your feedback from previous years, the organisers have made it bigger and better than ever.



There will be 40 speakers attending (with several more to be confirmed) delivering a massive 29 hours of content over 2 days.

Given how much is on offer, for the first time the event is being chaired by a professional interviewer - Gillian Joseph, the award-winning journalist and Sky News presenter will be summarising the proceedings, interviewing the presenters and leading the Q & A sessions that give you a chance to interrogate the experts.

Six stream sessions over two days

Naturally, we've got some great, inspiring keynote speakers to start the proceedings on both days. Dave Carroll is perhaps the most famous recipient of poor Customer Experience when his prized guitar was broken and he harnessed Social Media to spread his story to millions.

Wilfred Emmanuel-Jones is better known as the Black Farmer, and he will talk about how he has used Customer Experience to grow his brand to become a household name.

On each day, the afternoon is given to Stream Sessions, which this year cover Employee Engagement, Financial Benefits and Social Media. Find out how LV was transformed from losing customers to becoming one of the country's largest insurers. Learn how innocent have used Social Media to gain their place as a loved brand.

You can attend one stream session on day one, and focus on another topic on day two, so the event will allow you to tailor the content to your specific needs. Better still, take advantage of group booking discounts and bring along colleagues so that your organisation can benefit from everything that's on offer.

There's just too much happening at ECEW 2012 to list it all in one e-mail... so [click here](#) for the full line up.

Finally, for those with the biggest appetite for CE, we have an optional Day 3 Workshop lead by guru Mike Wittenstein. He will show you how to combine all the lessons from days one and two and produce a strategy for implementing or advancing

CE in your organisation.

Details and pricing

ECEW 2012 is held on 22-23 May at the new Hilton Hotel, Terminal 5, Heathrow, London.

We've frozen the ticket price - again - to £895 + VAT; but if you use code EARLYBIRD when booking before the end of March, you can get a 10% discount off the price of the ticket. We've also got group booking discounts available of up to 25% for bookings before the end of March.

[Book on-line now](#) or if you wish to raise a purchase order or order over the phone, contact [Maggie Wheeler](#).

Places are already going fast so book soon to avoid disappointment and to get your 10% discount.

For more, visit: <https://www.bizcommunity.com>