

THE BIGGEST GATHERING OF **CUSTOMER EXPERIENCE, DIGITAL & MARKETING** PROFESSIONALS ACROSS THE SOUTHERN HEMISPHERE

LIMITED
FREE PASSES
AVAILABLE



THE CUSTOMER SHOW

SYDNEY

AUGUST 16 – 17, 2023 | ICC, Sydney



1000+
ATTENDEES

80+
EXPERT SPEAKERS

12+
HOURS LEARNING

1
MEGA SHOW

..... **VISITOR GUIDE**

SESSIONS & SPEAKERS

www.thecustomershowsyd.com.au

• [#thecustomershow](https://twitter.com/thecustomershow)

• info@customershow.com.au

• **REGISTER NOW**

EXPERIENCE THE ULTIMATE CX EVENT IN SYDNEY!

BRINGING TOGETHER EVERY DEPARTMENT INVOLVED IN THE CUSTOMER JOURNEY TO UNIFY & AMPLIFY GREAT CUSTOMER EXPERIENCES

Following the triumph of our Melbourne show, we're bringing the same energy, expertise, and opportunities to Sydney.

On 16th - 17th August 2023, The Customer Show will host 4 dynamic free to-attend programs, each focused on a unique challenge within the CX ecosystem. Whether you're in Customer Insights, Marketing, Digital Experience or AI, this event is tailored to help you reimagine and enhance your strategies.

Take a closer look at our comprehensive program and secure your free ticket today.

MARK YOUR CALENDARS!

For an unforgettable experience on August 16-17. The Customer Show Sydney is set to exceed all expectations.



ATTENDEE FEEDBACK THAT SPEAKS VOLUMES!

Fantastic Event!



“

Overall, it was a fantastic event which I gained new insights and knowledge and build valuable connections with other professionals

”

- Arlec

Excited to Attend Future Shows!



“

I had the opportunity to network with senior level professionals and it was inspiring to hear about their journeys and how they have grown in their respective companies. I am already looking forward to attending future shows like this

”

- SPV Consulting

Best Presentations!



“

The discussion from Jaquie Scammell from ServiceQ was one of the best delivery story telling moments around culture. It was great to see such a wonderful speaker.

”

- Monash University

The Only Event Bringing So Many Stakeholders!



“

It's rare to find an industry event that brings different stakeholders in different industries together, whether it's retail or healthcare or more. And that's what The Customer Show does

”

- Brighter Super

Best ROI



“

As a senior leader I am sceptical of the time I spend at conferences, The Customer Show by far gave me the best ROI on my time spent there.

”

- Madpaws

Relevant to Every Business



“

The Customer Show is a great expo to stay up to date with the current trends in all things related to the customer experience. It's super relevant to any business that cares about their customer.

”

- mydeal.com.au

CURATED WITH THE LEADING CX MINDS

ADVISORY BOARD

Leading the charge on all things CX, Marketing, Digital Experience and Customer Contact, our Advisory Board are here to help guide our programs and ensure you walk away with best practice insights!



ALBERTO FERNANDEZ
Head of Insights,
Latitude Financial
Services



ADAM GENEAVE
Chief Customer
Officer,
Entain



JOSHUA PARISOTTO
Chief Member
Engagement Officer,
HESTA



TOMMY TZIRTIS
Vice President
Customer Contact
Centres,
Optus



YVETTE COSTI
Chief Marketing
Officer,
Blooms the Chemist



MARION ABADA
General Manager
Customer Success,
Toll Global Express



TRUSTED BY AUSTRALIA'S BIGGEST BRANDS

WHO ATTENDS:

Top CX, Marketing and Digital Experience leaders look to The Customer Show for the insights and strategies they need to excel in CX. From startups to the world's biggest brands, this community is one of a kind and everyone in the industry belongs here!

- Customer Experience
- Branding
- CRM
- Data
- Service Design
- Digital Experience
- Marketing & Communications
- Customer Service & Care
- Contact Centre
- Insights
- Product Owners
- UI & UX

AGENDA AT A GLANCE

WED
16 AUG
2023



- ▶ **10:30am**
Customer Insights Program – Opening Remarks
Chair: Dementia Australia
- ▶ **10:40am**
Behind Every NPS is a Customer Telling Their Story: Leveraging Customer Feedback & Insights to Improve the Patient Experience
Speaker: Healthscope
- ▶ **11:10am**
Using Insights to Drive an E2E Strategy: How City of Casey Successfully Managed are Strategically Using VOC to Improve their Citizen Experience
Speaker: City of Casey
- ▶ **11:40am**
Centralising the Data Analytics Team at ING: Mapping the Best Structure for your Organisation to Understand Where Data & Customer Insights Fit
Speaker: ING Australia
- ▶ **12:10pm**
Changing Customer Behaviours: Understanding What Our Customers Value Most to Drive Marketing Impact
Speaker: M&C Saatchi
- ▶ **12:40pm**
Networking Break
- ▶ **1:10pm**
Using Insights and Customer Data to Drive Member Behaviours: How CX and Member Services Work Hand in Hand at Russell Investments
Speakers: Russell Investments

- ▶ **1:40pm**
The CX Circle of Excellence: Working with Stakeholders to Constantly Reviewing Customer Data & Drive New CX Strategies
Speakers: John Holland
- ▶ **2:10pm**
Business Transformation Starts with the Customer: Mapping Your Customer Pain Points to Create the Right Initiatives that Will Optimise their Experiences
Speakers: Commonwealth Bank of Australia
- ▶ **2:40pm**
Design 4 Delight: How Intuit are Approaching Customer Research in a New Lens to Drive New Levels of Understanding Customer Behavior for Lifetime Value and Business Growth
Speaker: Intuit
- ▶ **3:10pm**
Understanding Customer Behaviours and Trends Through Data-Driven Insights to Business Strategy
Speaker: Wisr
- ▶ **3:40pm**
Democratising Data Using Customer Archetypes
Speakers: endeavourX, Endeavour Group
- ▶ **4:10pm**
Setting Up Customer Journey Maps For Success To Optimize The Engagement-Conversion-Retention Lifecycle
Panellists: Jaybro, Norths Collective
- ▶ **4:50 pm**
Closing Remarks



- ▶ **10:30am**
Digital Experience Program Opening Remarks
Chair: Change Playbook
- ▶ **10:40am**
From Touchpoints to Delight: The Secret Sauce to Designing Effective Journey Maps for Multichannel Customer Engagement
Speaker: ChemCorp
- ▶ **11:10am**
Disruptive Digital Marketing: Applying Disruptive Innovation Theory to the World of Marketing
Speaker: Optimizely
- ▶ **11:40am**
What's It Like Being the Digital Middle Man: Bridging the Gap Between Technology & Your Digital Offering at Nova Entertainment
Speaker: Nova Entertainment
- ▶ **12:10pm**
Unlocking the Potential for Exceptional CX
Speaker: Change Playbook
- ▶ **12:40pm**
Networking Break
- ▶ **1:10pm**
Doing More on a Shoestring Budget: As Investment Decreases, How Do We Continue to Optimise our Digital Touchpoints
Speaker: Hornsby Shire Council
- ▶ **1:40pm**
The Next Wave of Digital Sales: Unpacking Customer Transparency, LiveShopping & The Metaverse to Turbocharge your Customer Acquisition Strategy
Speakers: Designerex, Bread Agency, CMC Markets
- ▶ **2:25pm**
Humanising Your Brand Through Your Digital Offering: How Adorn Cosmetics Continues to Use Transparency and Community to Drive Memorable CX
Speaker: Adorn Cosmetics
- ▶ **2:55pm**
Putting the Customer First in Your Digital Decision-Making: How Designerex Focuses on Optimising their UX & UI to Build their Customer Community
Speakers: Designerex
- ▶ **3:20pm**
Training Without Engaging Won't Work: Using Experiential Learning and Gamification to Enhance Training Outcomes
Speaker: University of Technology Sydney
- ▶ **3:50pm**
Using Augmented Reality to Create a Store Anywhere Without Any Stock
Speaker: The Party People
- ▶ **4:20pm**
Closing Remarks

AGENDA AT A GLANCE



▶ 10:20am
Digital Marketing Program Opening Remarks

Chair: Bread Agency

▶ 10:30am
Driving Fan Loyalty & Retention in Rugby League: Building a Data-Driven Engagement Strategy

Speaker: NZ Rugby League (NZRL)

▶ 10:55am
As The Circle of Influence Evolves, How Can We Use Influencer Marketing to Drive Competitive Advantage

Speaker: Bread Agency

▶ 11:20am
**Panel Discussion
Building a Deeper Connection with Customers Through Marketing: The Power of Emotional Storytelling in Driving Customer Loyalty**

*Speakers: Blooms the Chemist
CMC Markets, Ecom Nation*

▶ 12:00am
Marketing Career Pathways: How AMI are launching new ways to drive career and marketing qualifications for people of all backgrounds

Speaker: Marketing Institute

▶ 12:25pm
When Everyone Knows Your Brand, How Do You Drive Awareness of New Product Offerings: A Sydney Opera House Case Study

Speaker: Sydney Opera House

▶ 12:50pm
Navigating the Challenges of Multi-Channel Engagement to Ensure You're Engaging with Customers on their Platform of Choice

Speaker: Pink Cow Social

▶ 13:15pm
Using Loyalty Programs to Drive Customer Retention

Speaker: Australian Loyalty Association

▶ 13:40pm
**Blockbuster Closing Panel Discussion
How to Unify the Employee, Digital & Marketing Experience to Drive Ongoing & Meaningful CX Across Departments**

*Panellists: Knox City Council, Qantas
Loyalty, Sumo Energy, Bread Agency*

▶ 14:25pm
Grand Prize Giveaway on AI in CX Stage

▶ 14:30pm
Exhibition Closes



▶ 10:15am
AI in CX Program Opening Remarks

Chair: Knox City Council

▶ 10:25am
Unlocking the New Applications of AI: Going Beyond the Now to Explore How Generative AI will Continue Advancing

Speaker: Sydney Business Insights

▶ 10:55am
**International Headline Speaker
Maturing CX in Your Organisation: Is AI Really the Future or Should we Embrace the Humanness of Experience?**

Speaker: Who Gives a Crap

▶ 11:25am
How Can We Prepare Customer Service, Marketing and Sales and Capitalise On The Era of Generative AI and Large Language Models?

Speakers: True Alliancer, Medibank

▶ 12:10pm
Unpacking Ways to Utilise Generative AI in Your Experience Design Strategy

Speaker: Evolut

▶ 12:40pm
Empowering Contact Centre Agents With ChatGPT Support: What An 8 Week Proof of Concept Journey Showed Us Around Value, Sustainability and Risks

Speaker: madpaws

▶ 13:10pm
Using Generative AI in Data: How to Optimise the role of AI to Improve your Digital Service Offerings

Speaker: ING

▶ 13:40pm
**Closing Blockbuster Panel
How to Unify the Employee, Digital & Marketing Experience to Drive Ongoing & Meaningful CX Across Departments**

*Panellists: Knox City Council, Qantas
Loyalty, Sumo Energy, Bread Agency*

▶ 14:25pm
Grand Prize Giveaway on AI in CX Stage

▶ 14:30pm
Exhibition Closes

THUR
17 AUG
2023

CONNECT WITH 80+ ALL STAR SPEAKERS

ANITA HODGE

National Patient Reported Experience and Outcomes Manager, Healthscope

CHANTELLE HEPWORTH

Customer Insights Lead, City of Casey

JAMES RENDEL

Head of Customer Experience, Wisr

ANTOINE CASGRAIN

National Manager Helpline Services, Dementia Australia

ALI KHAN

Chapter Lead, Customer Insights, ING Australia

TIMOTHY ROBERTS

Former Executive Manager, Digital Commonwealth Bank of Australia

ROBERT BARAC

Former Service Design Lead, ANZ

SOPHIE IMBERT

Head of Customer Experience, Russell Investments

YVETTE MIHELIC

Director Customer Experience, John Holland

GABRIELLE DRACOPOULOS

Head of Customer Success, Global, Intuit

LESTER MARTINEZ

Head of Performance Marketing, Blooms the Chemist

STEFFEN DALENG

Group CMO, Jaybro

EMMA BARRETT

Director of Member Services, Russell Investments

FRAME PALADSANG

Digital Marketing and E-commerce Specialist, ChemCorp

KIRSTEN KORE

Co-Founder & Co-CEO, designrex

LIAM LOAN-LOCK

Head of Marketing APAC & Canada, CMC Markets

CLAIRE SELDON

Lecturer in Learning Design, University of Technology Sydney

TIM ARMSTRONG

Head of Digital, Nova Entertainment

BRIONY KENNEDY

CEO & Founder, Adorn Cosmetics

DEAN SALAKAS

Chief Executive Officer, The Party People

SHARON BOWMAN

Manager, Technology & Transformation, Hornsby Shire Council

COSTA KOULIS

Co-Founder & Co-CEO, designrex

JANE TYZACK

Founder, Change Playbook

SOPHIE WILLS

General Manager of Communications & Marketing, NZ Rugby League (NZRL)

LIAM LOAN-LACK

Head of Marketing APAC & Canada, CMC Markets

MELINDA LOFTS

Head of CX Strategy, M&C Saatchi

BRONWYN POWELL

CEO, Australian Marketing Institute

MARY PROULX

Co-Founder, Bread Agency

PAAYAL DHARMANI

Head of Digital Marketing, Sydney Opera House

AMAURY TREGUER

Co-Founder, Bread Agency

SARAH RICHARDSON

Advisory Board Chair, Australian Loyalty Association

YVETTE COSTI

Chief Marketing Officer, Blooms the Chemist

BRIANA GRAYDON

Founder, Pink Cow Social

MAL CHIA

Managing Director, Ecom Nation

GREG CURCIO

Director of Customer and Transformation, Knox City Council

KAREN SPEAKER

Customer Experience Consultant, Qantas Loyalty

CARL GRIBBLE

Co-Founder, Evolut

DEAN SPINA

KYC Analytics COE Lead, ING

SANDRA PETER

Director, Sydney Business Insights

RUSSEL MURPHY

Director Customer Engagement Platforms, NSW Department of Customer Service

ROBERT LOPEZ

General Manager Marketing & Innovation, Norths Collective

ALEX NAOUMIDIS

Operations and CX Lead, July

HOURI TAPIKI

General Manager, Theatre Royal Sydney

CHRIS GILL

Head of CX Transformation, Woolworths Group

TIMOTHY LEEN

Executive Director Transformation, South Metropolitan Health Service

ADAM FREEDMAN

Head of Brand and Communications, Booktopia

JAMES MOORE

Head of Workforce Planning & Learning, Sportsbet

AGNES SO

Acting Head of Customer Experience, HotDoc

CLAUDIA ASCOLANI

Head of Partners, Growth & CX, Hometime

DEVI RAJCOOMARSING

Senior Manager, Enterprise Change and Transformation, Transport for NSW

ANNE THOMAS

Service Design Lead, icare NSW

KATRINA HABY

Director of Customer Experience and Special Projects, Melbourne Olympic Parks Trust

PATHAUM WANIGASEKARA

Head of Performance Marketing, Booktopia

HUSHIDAR KHARAS

Managing Director, Amazon Prime

RYAN KLAUSNER

Head of Customer Experience, Who Gives a Crap

YVETTE MIHELIC

Director Customer Experience, John Holland

NIC EMERY

Former Chief Customer and Digital Officer, Crown Resorts

MELANIE COLE

Head of People and Culture, Uber CarShare

TANYA PRATT

Director Student Administrative Service, TafeNSW

SARAH JOHNSON

Director Student Services Operations, TafeNSW

LIESL BOUWER

Senior Manager Optimisation, TafeNSW

CHRIS DOUGLAS

Regional Director, Member Experience, Accor Plus

BORA WIEMANN

Head of Digital CX, Toll Group

LYNDON SUMMERS

Lead Digital Product Manager, Medibank

LINDSAY WHELAN

Manager, Quitline, Cancer Council Victoria

PETER PERLA

Executive General Manager Customer, Sumo Energy

CRAIG MENDEL

Senior Manager – IT Customer Experience, Uniting Care

TOMMY TZIRTIS

Vice President Customer Contact Centres, Optus

LIDIJA APOLESKA

Acting Director, Contact Centres ServiceNSW

RACHEL LANE

Head of Customer Support, The Lottery Office

SIMON KRISS

Chief Innovation Officer, Customer Experience Institute

BIANCA MEDIATI

Germain Chapter Lead - Service Design, endeavourX

ANISHA AMARESHA

Product Manager Endeavour Group

VIDA ASRINA

Head of Experience Design, endeavourX

TAIMOOR KHAN

Director of Customer Experience madpaws

MARK HOWARD

Senior Manager, Member Services Ambulance Victoria

BEN SUMMERELL

People & Culture Manager Uber CarShare

WED, 16 AUGUST 2023



GAIN A COMPETITIVE EDGE BY TURNING YOUR DATA INTO ACTIONABLE CX INSIGHTS

10:30am **Customer Insights Program – Opening Remarks**

Chair:

Antoine Casgrain

National Manager Helpline Services, **Dementia Australia**

10:40am **Behind Every NPS is a Customer Telling Their Story: Leveraging Customer Feedback & Insights to Improve the Patient Experience**

- Leveraging patient comments as a valuable source of insight
- Using NPS and overall rating to significantly improve the patient experience
- Understanding that behind every score is a patient telling us their true experience

Anita Hodge

National Patient Reported Experience and Outcomes Manager,
Healthscope

11:10am **Using Insights to Drive an E2E Strategy: How City of Casey Successfully Managed are Strategically Using VOC to Improve their Citizen Experience**

- Understanding where your company needs to be in the future, to help shape your insights strategy
- Using VOC end to end to drive an accurate, holistic reflection of what your customer (or citizens) needs are
- Getting stakeholder buy-in through sharing the right information at the right time

Chantelle Hepworth

Customer Insights Lead, **City of Casey**

11:40am **Centralising the Data Analytics Team at ING: Mapping the Best Structure for your Organisation to Understand Where Data & Customer Insights Fit**

- Working with CX, Data & Operations to understand what would be the best operational model for your business
- Creating a centralised data function that remains focused on the customer experience

- Working closely with CX and Customer Service to improve the customer experience, even as your organisation scales

Ali Khan

Chapter Lead, Customer Insights, **ING Australia**

12:10pm **Changing Customer Behaviours: Understanding What Our Customers Value Most to Drive Marketing Impact**

- Creating the right advertisements and marketing strategies that can deliver value to changing customer needs
- Understanding new ways to create experiences through your marketing communication
- Mapping out our customer priorities to drive value in your messaging

Melinda Lofts

Head of CX Strategy, **M&C Saatchi**

12:40pm **Networking Break**

1:10pm **FIRESIDE CHAT**

Using Insights and Customer Data to Drive Member Behaviours: How CX and Member Services Work Hand in Hand at Russell Investments

Sophie Imbert, Head of Customer Experience from Russell Investments will be joined by Emma Barrett, the Director of Member Services to talk through how their respective teams work collaboratively to improve member engagement behaviours.

- Using behavioural science to better communicate to member cohorts
- Using member insights to intervene through closed loop
- Setting up a Member Insights Council: How Russell Investments has become more customer centric across their CX and Service departments through the right level of insights

Sophie Imbert

Head of Customer Experience, **Russell Investments**

Emma Barrett

Director of Member Services, **Russell Investments**

WED, 16 AUGUST 2023



GAIN A COMPETITIVE EDGE BY TURNING YOUR DATA INTO ACTIONABLE CX INSIGHTS

- 1:40pm **FIRESIDE CHAT**
The CX Circle of Excellence: Working with Stakeholders to Constantly Reviewing Customer Data & Drive New CX Strategies
- Understanding customer challenges through immersing yourself in their experience
 - Driving simple but effective strategies to improve customer convenience.
 - Finding new ways to improve your share of wallet by collecting customer feedback

Yvette Mihelic
Director Customer Experience, **John Holland**

- 2:10pm **Business Transformation Starts with the Customer: Mapping Your Customer Pain Points to Create the Right Initiatives that Will Optimise their Experiences**
- Using Data and Insights to understand the gaps in your CX strategy
 - Driving digital transformation and self service to simplify your customer interactions

Timothy Roberts
Former Executive Manager, Digital, **Commonwealth Bank of Australia**

- 2:40pm **Design 4 Delight: How Intuit are Approaching Customer Research in a New Lens to Drive New Levels of Understanding Customer Behavior for Lifetime Value and Business Growth**
- Using customer data to improve lifetime value
 - Proving to stakeholders the true relationship between CX and business growth
 - Unpacking Intuit's Design 4 Delight initiatives

Gabrielle Dracopoulos
Head of Customer Success, Global, **Intuit**

- 3:10pm **Understanding Customer Behaviours and Trends Through Data-Driven Insights to Business Strategy**
- Measuring success and employee productivity while being a customer-first brand

- Ensuring employee experience remains an enabler of customer experience
- Giving your people purpose: Ensuring that as your people are onboarded, they understand your company's customer values

James Rendel
Head of Customer Experience, **Wiser**

- 3:40pm **Democratising Data Using Customer Archetypes**

Bianca Mediati Germain
Chapter Lead - Service Design, **endeavourX**

Vida Asrina
Head of Experience Design, **endeavourX**

Anisha Amaresha
Product Manager, **Endeavour Group**

- 4:10pm **PANEL DISCUSSION**
Setting Up Customer Journey Maps For Success To Optimize The Engagement-Conversion-Retention Lifecycle
- Why it's just as important to understand your customer journey pre-sale as post-sale
 - Working cross functionally to collect the necessary data to drive the right customer behaviours
 - Getting the right quality of leads in your marketing – why quality is more important than quantity

Panellists:
Steffen Daleng
Group CMO, **Jaybro**

Robert Lopez
General Manager CX, Brand and Innovation, **Norths Collective**

- 4:50 pm **Closing Remarks**

WED, 16 AUGUST 2023



OPTIMISING YOUR UX TO CREATE A UNIFIED & SEAMLESS DIGITAL EXPERIENCE FOR ALL CUSTOMERS

10:30am **Digital Experience Program Opening Remarks**

Chair:

Jane Tyzack

Founder, **Change Playbook**

10:40am **From Touchpoints to Delight: The Secret Sauce to Designing Effective Journey Maps for Multichannel Customer Engagement**

- Identifying Key Touchpoints and Pain Points for Effective Customer Journey Mapping
- Creating Personalised Multichannel Experiences to Delight Customers
- Measuring Success in Multichannel Customer Engagement: Key Metrics and Analytics

Frame Paladsang

Digital Marketing and E-commerce Specialist, **ChemCorp**

11:10am **Disruptive Digital Marketing: Applying Disruptive Innovation Theory to the World of Marketing**

With rapid technological advancements, a new generation of consumers, and an oversaturated market, organisations face a vital challenge: How can one predict disruption, achieve differentiation, and position the business for growth?

- What digital marketers can learn from the Disruptive Innovation theory, popularised by Clayton Christensen, a Harvard Business School professor
- Discover "customer jobs to be done": When marketers truly understand why their consumers buy and why non-consumers don't, marketers can achieve differentiation and avoid disruption
- Organise for innovation: Bring the fun back into marketing by using tools that increase visibility, create operational efficiency, and foster a collaborative and innovative culture
- Maintain a disruptive scope: Unlock innovation by effectively balancing pushing boundaries and de-risking innovation through the power of experimentation

Nicola Ayan

Senior Director of Product Strategy, **Optimizely**

11:40am **What's It Like Being the Digital Middle Man: Bridging the Gap Between Technology & Your Digital Offering at Nova Entertainment**

- Making sure measurable value was the intent behind data projects and our digital journey
- Using data to drive awareness and understanding of Digital Audio opportunities

Tim Armstrong

Head of Digital, **Nova Entertainment**

12:10pm **Unlocking the Potential for Exceptional CX**

Jane Tyzack

Founder, **Change Playbook**

12:40pm **Networking Break**

1:10pm **Doing More on a Shoestring Budget: As Investment Decreases, How Do We Continue to Optimise our Digital Touchpoints**

- Mapping out what your customer needs are to prioritise the right digital investments at the right time
- Doing more with less: How to optimise your CX without breaking the bank
- Using customer feedback and data to shape your decision making

Sharon Bowman

Manager, Technology & Transformation, **Hornsby Shire Council**

WED, 16 AUGUST 2023



OPTIMISING YOUR UX TO CREATE A UNIFIED & SEAMLESS DIGITAL EXPERIENCE FOR ALL CUSTOMERS

1:40pm

PANEL

The Next Wave of Digital Sales: Unpacking Customer Transparency, LiveShopping & The Metaverse to Turbocharge your Customer Acquisition Strategy

- Looking at what's on the horizon for digital online sales and ecommerce
- Turbocharging your online sales with liveshopping to drive a new era of experiences
- Using ethical and transparent communication to ensure customer loyalty and retention with your brand

Speakers:

Kirsten Kore

Co-Founder & Co-CEO **designerex**

Amaury Treguer

Co-Founder, **Bread Agency**

Liam Loan-Lock

Head of Marketing APAC & Canada, **CMC Markets**

2:25pm

FIRESIDE CHAT

Humanising Your Brand Through Your Digital Offering: How Adorn Cosmetics Continues to Use Transparency and Community to Drive Memorable CX

- How Adorn grew their business as a digital-first beauty brand – their story
- Creating a community through social media to drive customer loyalty and retention
- Talking to your customers as people – why this is critical in our current digital age to get through the noise

Briony Kennedy

CEO & Founder, **Adorn Cosmetics**

2:55pm

Putting the Customer First in Your Digital Decision-Making: How Designerex Focuses on Optimising their UX & UI to Build their Customer Community

- Improving your UI to ensure customers are able to easily interact with your brand

- Creating a unified and seamless digital experience for customers online
- Using digital to drive your brand – how this can convert the most difficult customers

Kirsten Kore

Co-Founder & Co-CEO **designerex**

Costa Koulis

Co-Founder & Co-CEO, **designerex**

3:20pm

Training Without Engaging Won't Work: Using Experiential Learning and Gamification to Enhance Training Outcomes

- Understand the benefits of gamification and experiential learning – particularly around developing self motivation for learning within your workforce!
- Learn how to apply the right training tools and techniques for the appropriate learning situation
- How gamification and experiential learning can move training your team beyond traditional workbooks.

Claire Seldon

Lecturer in Learning Design, **University of Technology Sydney**

3:50pm

Using Augmented Reality to Create a Store Anywhere Without Any Stock

- Using new methods to drive customer acquisition
- Moving outside of traditional online or brick and mortar stores to drive customer interest
- Understanding your business strategy to use technology as an enabler in driving customer acquisition

Dean Salakas

Chief Executive Officer, **The Party People**

4:20pm

Closing Remarks

THUR, 17 AUGUST 2023



THE AI REVOLUTION: HARNESSING THE POWER OF GENERATIVE AI TO DRIVE END TO END CX TRANSFORMATION

10:15am AI in CX Program Opening Remarks

Chair:

Greg Curcio

Director of Customer and Transformation, **Knox City Council**

10:25am **Unlocking the New Applications of AI: Going Beyond the Now to Explore How Generative AI will Continue Advancing**

- Is Generative AI all hype? And what of other AI applications?
- How to identify and avoid the pitfalls and risks of using AI responsibly
- Practical examples of how AI can assist your operation in the future

Sandra Peter

Director, **Sydney Business Insights**

10:55am **INTERNATIONAL HEADLINE SPEAKER** **Maturing CX in Your Organisation: Is AI Really the Future or Should we Embrace the Humanness of Experience?**

- Using chatbots as the first step in solving customer problems, not the last
- Balancing AI and human experiences – why your people are the frontrunners of change
- Finding new strategies to reduce customer effort through both people and technology

Ryan Klausner

Head of Customer Experience, **Who Gives a Crap**

11:25am **PANEL DISCUSSION** **How Can We Prepare Customer Service, Marketing and Sales and Capitalise On The Era of Generative AI and Large Language Models?**

- Generative AI models have the ability to transform CX management and delivery as we know it. How do you see this technology changing our way of selling, marketing and serving customers in the next 5-10 years?
- Can you share a specific example, proof of concept or success story where implementing generative AI has led to significant value creation or a transformative customer experience at your own organization or another?

- The notion of human touch in an LLM world – can you talk to us about how AI will change the roles, operating models and skills in the world of CX, marketing and customer service?
- Embracing generative AI within a traditional business can present unique challenges. What are some of the key hurdles or obstacles you have or are preparing to encounter when integrating this technology?

Invited:

Ken Kennedy

Group Head of Digital ANZ, **True Alliance**

Lyndon Summers

Lead Digital Product Manager, **Medibank**

12:10pm

Unpacking Ways to Utilise Generative AI in Your Experience Design Strategy

- Using Generative AI to create customer personas and journey mapping exercises
- Understand the gaps in AI when it comes to driving customer experience
- Creating comprehensive journey maps: how to do this with unbiased AI

Carl Gribble

Co-Founder, **Evolut**

12:40pm

FIRESIDE CHAT:

Empowering Contact Centre Agents With ChatGPT Support: What An 8 Week Proof of Concept Journey Showed Us Around Value, Sustainability and Risks

Taimoor Khan

Director of Customer Experience, **madpaws**

THUR, 17 AUGUST 2023



THE AI REVOLUTION: HARNESSING THE POWER OF GENERATIVE AI TO DRIVE END TO END CX TRANSFORMATION

13:10pm

FIRESIDE CHAT:

Using Generative AI in Data: How to Optimise the role of AI to Improve your Digital Service Offerings

- How ING are using generative AI to improve their chatbot capabilities
- Merging AI, Data and CX to provide the optimal contact centre & service transformation
- Where the future lays: Mapping out how AI can optimise different areas of your business

Dean Spina

KYC Analytics COE Lead, **ING**

13:40pm

CLOSING BLOCKBUSTER PANEL

How to Unify the Employee, Digital & Marketing Experience to Drive Ongoing & Meaningful CX Across Departments

Panellists:

Greg Curcio

Director of Customer and Transformation, **Knox City Council**

Karen Spears

Customer Experience Consultant, **Qantas Loyalty**

Peter Perla

Executive General Manager Customer, **Sumo Energy**

Amaury Treuger

Co-Founder, **Bread Agency**

14:25pm

Grand Prize Giveaway on AI in CX Stage

14:30pm

Exhibition Closes



THUR, 17 AUGUST 2023



DRIVING MARKETING IMPACT THROUGH CX-DRIVEN INSIGHTS TO OPTIMISE YOUR CUSTOMER ACQUISITION & RETENTION PLANS

10:20 am **Digital Marketing Program Opening Remarks**

Chair:

Amaury Treguer
Co-Founder, **Bread Agency**

10:30 am **Driving Fan Loyalty & Retention in Rugby League: Building a Data-Driven Engagement Strategy**

- Cleaning your data to ensure you're marketing to the right audience
- Having a clear and refined messaging when driving both customer acquisition and retention
- Using new customer engagement strategy to improve brand awareness and ticket sales

Sophie Wills
General Manager of Communications & Marketing, **NZ Rugby League (NZRL)**

10:55 am **As The Circle of Influence Evolves, How Can We Use Influencer Marketing to Drive Competitive Advantage**

- Knowing what are the right questions to ask before investing your budget in influencer marketing
- Understanding your influencer's audiences to know who to reach out to
- Getting your brand front and centre: how to make an impact in your branding strategy

Mary Proulx
Co-Founder, **Bread Agency**

11:20 am **PANEL DISCUSSION** **Building a Deeper Connection with Customers Through Marketing: The Power of Emotional Storytelling in Driving Customer Loyalty**

- Using your people in TV advertisements to drive a deeper, authentic connection.
- Focusing on customer stories in marketing campaigns to drive an emotional connection with the brand
- Understanding your audience through data and insights to ensure your engagement tactics drive true CX value

Yvette Costi
Chief Marketing Officer, **Blooms the Chemist**

Liam Loan-Lack
Head of Marketing APAC & Canada, **CMC Markets**

Mal Chia
Managing Director, **Ecom Nation**

12:00 am **Marketing Career Pathways: How AMI are launching new ways to drive career and marketing qualifications for people of all backgrounds**

Bronwyn Powell
CEO, **Australian Marketing Institute**

12:25 pm **When Everyone Knows Your Brand, How Do You Drive Awareness of New Product Offerings: A Sydney Opera House Case Study**

- How Sydney Opera House are innovating their digital offerings to drive a better customer experience
- Ensuring you're always proving ROI on the back of new and existing marketing initiatives
- Driving content engagement all year around to create a loyal customer base

Paayal Dharmani
Head of Digital Marketing, **Sydney Opera House**

12:50pm **Navigating the Challenges of Multi-Channel Engagement to Ensure You're Engaging with Customers on their Platform of Choice**

- Understanding how your customers are interacting with your brand on the platform they prefer
- Uncovering the tips in shifting your brand messaging based on the platform
- How to create a more personalised social media experience

Briana Graydon
Founder, **Pink Cow Social**

THUR, 17 AUGUST 2023



**DRIVING MARKETING IMPACT THROUGH CX-DRIVEN INSIGHTS
TO OPTIMISE YOUR CUSTOMER ACQUISITION & RETENTION PLANS**

13:15pm **Using Loyalty Programs to Drive Customer Retention**

Sarah Richardson
Advisory Board Chair, Australian Loyalty Association

ATTENDEES HEAD TO AI IN CX STAGE FOR BLOCKBUSTER CX, CUSTOMER SERVICE & MARKETING CLOSING PANEL DISCUSSION

13:40pm **BLOCKBUSTER CLOSING PANEL DISCUSSION**
How to Unify the Employee, Digital & Marketing Experience to Drive Ongoing & Meaningful CX Across Departments

Panellists:
Greg Curcio
Director of Customer and Transformation, Knox City Council

Karen Speaker
Customer Experience Consultant, Qantas Loyalty

Peter Perla
Executive General Manager Customer, Sumo Energy

Amaury Treguer
Co-Founder, Bread Agency

14:25pm **Grand Prize Giveaway on AI in CX Stage**

14:30 **Exhibition Closes**



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CARL GRIBBLE
Director of Experience Design & Prompt Engineering

CHATGPT FOR EXPERIENCE DESIGN: UNLOCKING THE POTENTIAL FOR CX

16 AUGUST, 1PM-2PM

PART 1: WORKING WITH GPT: STEERING A CONVERSATION TO ATTAIN A GOAL

- Explain the concept of prompts, how they guide GPT's responses with examples of effective and ineffective prompts
- Discuss how to evaluate and iterate GPT's responses and what to look out for in order to improve the quality of output of GPT.

PART 2: GENERATING PERSONAS AND JOURNEY MAPS WITH GPT

- Explain how GPT can analyse and generate insights from customer research data and guide persona creation and journey mapping.
- Show how GPT can be used to generate detailed buyer personas: including demographics, psychographics, and behaviour.
- Explain how GPT can aid in the generation of customer journey maps, can analyse touch-points, customer emotions, and behaviour throughout the customer journey.
- Demonstrate how GPT can help design "day-in-the-life" storyboards to bring personas and journeys to life.

CHATGPT FOR MARKETERS

17 AUGUST, 1PM-2PM

PART 1: WORKING WITH GPT - STEERING A CONVERSATION TO ATTAIN A GOAL

- Prompt and Response, how to construct good prompts with practical examples
- Discuss how to evaluate GPT's responses and what to look out for in order to improve the quality of output of GPT.
- Explain how to iterate on prompts and use additional techniques to improve GPT's responses.

PART 2: GENERATING A MARKETING CAMPAIGN WITH GPT

- Explain how to provide context, background data and customer insights to GPT to improve campaign design
- Show how GPT can be used to generate campaign ideas, and techniques to improve the novelty and originality.
- Explain how GPT can suggest suitable media channels based on campaign goals, target audience, and budget.
- Show how GPT can help design a campaign calendar and timeline.

A SNEAK PEAK INTO THE MOST INNOVATIVE SOLUTIONS IN THE EXHIBITION HALL



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- Access to 1 x ChatGPT Masterclass on Day 1 or Day 2
- Happy Hour Networking Drinks, Day 1, 5pm

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