



Est. 2010

Directors Club[®]

To endeavour. To achieve

Next In Digital

ROUNDTABLE DISCUSSION BY INVITATION

Transforming Messaging for Customer Engagement

Messaging is the communication channel of choice for Millennials and Gen-Zs. Gen-Xs and Boomers are not far behind. Wherever you are on the journey of embracing Messaging as a business communication channel, join us and listen, learn and share ideas, experiences and expectations with likeminded professionals

When

Tuesday, October 6th, 10.30am – 12pm BST

Format

An informal and relaxed roundtable discussion via video conference

Who

Senior leaders of and stakeholders in the customer journey

R.S.V.P.

Please register now via the link in the covering email

Dear Members & Invited Guests,

You are cordially invited to participate in a **Directors Club® Next In Digital** roundtable discussion via video conference titled:

Transforming Messaging for Customer Engagement

Session Date

Tuesday, October 6th, 10.30am – 12pm BST

Overview

Wherever you are on the journey of embracing Messaging as a business channel for customer service, sales support or marketing, join us and listen, learn and share ideas, experiences and expectations with likeminded professionals.

The session will bring together 10 leaders via video conference. Some will be at the **discovery stage**, some will be **planning or implementing** Messaging, and some will have **operational experience** of Messaging as a channel.

The group will share valuable ideas, tip and tactics, and after the event a guest list will be circulated to the participants so conversations can be continued, and new relationships cemented.

The **Chatham House Rule** will be invoked, creating a confidential and trusted forum. There will be no viewing audience or distributed recording of the session.

This gathering is **free of charge** for Directors Club® members and our invited guest.

R.S.V.P.

If you'd like to accept this invitation, please register via the link in the covering email.

We only have a limited number of places due to the roundtable format. These will be allocated on a first come basis. Please register **as soon as possible** to ensure your place.

Sponsor

This roundtable discussion is supported by [eGain](#).

eGain's omnichannel customer engagement solutions power digital-first experiences for leading brands.

Infused with AI, machine learning, knowledge and analytics, eGain's award-winning platform helps clients automate and optimise customer journeys via virtual assistance, messaging, social, mobile, web, and contact centres.

Directors Club®

Today's [Directors Club®](#) has its origin as a supper club in London's Mayfair.

The Directors' Dining Club, as it was known, had its home at Claridge's Hotel and brought together business leaders of the day to discuss trends and disruptive forces for change.

In February 2010, Jon Snow (founder and chairman) re-constituted the dining club as the Directors Club® and so a business lifestyle and networking institution was born.

The Club motto *To endeavour. To achieve* captures the spirit of the organisation and the ambitions of its members.

Membership is by invitation or recommendation.