



# Breakfast Business School®

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Tuesday, March 29th 2022

Directors Club United Kingdom

Directors Club United Kingdom cordially invites you to the Breakfast Business School for a moderated peer group roundtable discussion.

**TITLE**

Accentuate The Positive. Eliminate The Negative | Process Automation vs. Customer & Employee Experience

**WHEN**

Tuesday, March 29th 2022  
8am until 9.30am

**WHERE**

Online using the GoToMeeting video conference platform.

**RSVP**

To accept this invitation, please fill in the short online registration form [here](#).

## **WHO**

We have invited a handpicked group of senior leaders with strategic interest in the potential for process automation to transform customer and employee experience. There is a capacity of 12 delegates.

## **COST**

There is no cost. You are invited to participate as a guest of the Directors Club United Kingdom.

## **PREP**

No delegate preparation is required. We prefer a spontaneous and informal conversational style.

## **SPONSOR**

This gathering is generously supported by [NICE](#), a world leader in process automation and analytics.

With their support we can achieve our mission and elevate our members. We encourage delegates to engage with our sponsors and benefit from their knowhow.

## **FORMAT**

The 90-minute session opens at 8am with welcoming remarks from the host and moderator [Jon Snow](#).

Roundtable introductions follow, allowing all delegates to introduce themselves and their interest in the discussion topic.

A representative from the sponsor will present a 5-minute scene-setter to focus everyone's attention on the topic for debate.

Then a free-flowing conversation, guided by Jon Snow, will fill the remainder of the session, finishing just before 9.30am with summary highlights.

## **CONTRIBUTOR OR OBSERVER**

Delegates can participate as either a Contributor - sharing insights and experiences, or an Observer - asking questions and making observations. This allows delegates with varying topic-expertise to participate and learn from each other.

## **POINTS FOR DEBATE**

While we try not to dictate the structure and direction of the discussion, below are some themes the table may wish to address:

Who decides which business processes to automate? What informs those decisions?

What motivates automation initiatives: cost cutting, skills shortage, competitor benchmarking, CX or EX improvements?

Do employees embrace process automation or push-back against the initiatives?

Is process automation a nice-to-have option or a must-do necessity?

## **NETWORKING**

All participants will receive a guest list with email contacts after the session closes, allowing them to continue conversations started around the breakfast table.

Be part of the conversation.



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