

# hear & say...

Leaders' roundtable discussions that raise money for local food banks across the UK

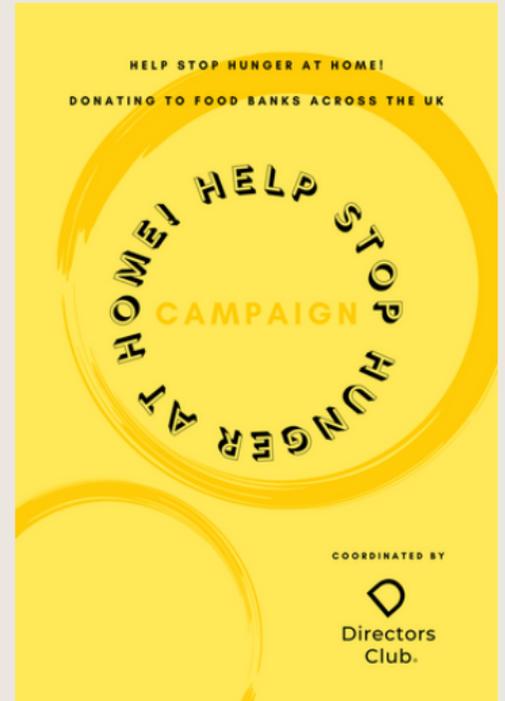
**£150** will be donated to **each** delegate's local or chosen food bank

We thank our sponsor [Verint](#) for making these donations possible

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Tuesday, July 5th 2022

Directors Club United Kingdom



Directors Club United Kingdom cordially invites you to **Hear & Say**, a leaders' roundtable discussion via video conference that donates money to local food banks across the UK.

## **TITLE**

Cost-Of-Living Crisis: Caring For Customers In Challenging Times

*How to best navigate the perfect customer storm as disposable-incomes fall*

## **WHEN**

Tuesday, July 5th 2022

8am until 9.30am

We use 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 customer-centric leaders, representing a variety of business sectors. The *Hear & Say* format has a capacity of 15 delegates.

## DONATIONS

Directors Club World Limited will make a donation of **£150** to **each** delegate's local or chosen food bank after the event. We thank our sponsor for making these donations possible.

## PREP

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

## SPONSOR

This *Hear & Say* gathering of leaders is generously sponsored by [Verint](#). With their support we can help local food banks across the UK continue their amazing work.

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.

An expert from Verint will present a 10-minute briefing, setting the scene and addressing the session title.

Then a free-flowing discussion, 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.

## 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.

## DISCUSSION

- Anticipating Changes In Customer Behaviour
- Proactive Measures To Head Off Customer Attrition
- Identifying And Managing Vulnerable Customers

It has never been tougher. As the cost-of-living spikes and real incomes fall in an already fragile post-pandemic world, customers are reviewing their day-to-day spending.

Cutting subscriptions, switching to lower cost service providers, shopping at different supermarkets, eating at home instead of going out, and opting for lower cost over speed and convenience. These are some of the customer behaviour changes we expect over the next 9-months.

Such a realignment of spending and need for support will put huge pressure on businesses and government.

Join us for this timely 90-minute *Hear & Say* roundtable discussion, during which we will debate whether organisations need to concentrate on their back-office or on their front-facing customer engagement channels to weather this crisis, and should digital-first engagement, AI and Bots have a role to play in supporting anxious customers.

# HELP STOP HUNGER AT HOME!

DONATING TO FOOD BANKS ACROSS THE UK