

Directors Club

DIRECTORS CLUB UNITED KINGDOM

USER EXPERIENCE BREAKFAST

SEMINAR, DISCUSSION & NETWORKING

ONLINE

JUNE 21ST 2022

R.S.V.P.

Directors Club United Kingdom cordially invites you to take a place at the table for our inaugural banking and financial services ***User Experience Breakfast*** online via video conference.

WHEN

Tuesday, June 21st 2022

8.30am - 10am

HOW

Online via GoToMeeting video conference

WHO

Join a gathering of some of the UK's foremost UX and DX leaders and stakeholders from banking and financial services.

Delegates will each receive a guest list after the event, enabling them to continue conversations started around the (virtual) breakfast table.

OCCASION

Take a place at our virtual breakfast table for 90-minutes of insightful presentations and moderated roundtable discussion.

RSVP

To confirm your place, please email your host Jon Snow on jon.snow@directorsclub.org.uk

COST & PREPARATION

There is **no cost**, you are invited as a guest of the Directors Club United Kingdom. Also, **no preparation** is required, we prefer a spontaneous, conversational style of debate.

SPONSORS

This seminar is generously supported by [UserZoom](#). With their support we can achieve our mission and elevate our members. We encourage all guests to engage with our sponsor's representatives.

SEMINAR & DISCUSSION

Following delegate introductions, the formal part of the agenda will begin with a 20-minute seminar briefing on the latest UX research methods, best practices, innovations, and business impacts for banking and financial services, delivered by [UserZoom](#), the world's leading provider of UX research tools:

- Brian Hoadley, former Head of Customer Labs at Lloyds Banking Group & now UX Consultant
- Sara Logel, European Research Partner at UserZoom

This will be followed by a relaxed and free-flowing roundtable discussion, titled:

Digital Financial Services: How Do Customers Define And Understand User Experience?

Questions the table may wish to address include:

- How are shifts in customer values and expectations shaping the future of financial services?
- How can you link the positive impact of UX to business KPIs?
- Should there be Board-Level responsibility for customer-facing experiences?
- How can you drive a culture of user-oriented design and product development?

