

**CCW**

CUSTOMER  
CONTACT WEEK  
UK SUMMIT

**COGNi**

Agents for You

Enhanced with Genera

The UK's Premier Event for the CX Community

# 2026 SPONSORSHIP PROSPECTUS

11–13 May 2026 | Novotel London West, London

HEADLINE PARTNER

**NiCE | COGNiGY**

# WELCOME TO THE FUTURE OF CX

Dear Colleagues,

Customer channels and touchpoints are multiplying exponentially. Delivering a **unified customer experience (UCX)** is no longer a competitive advantage. It's a strategic imperative.

Today's pioneering brands understand a fundamental truth. In a marketplace defined by choice and immediacy, **customers do not distinguish between marketing, sales, service, or product**. Customer loyalty and market dominance will be rewarded to those who anticipate needs. Those who deliver personalised, seamless, and consistent experiences.

Achieving this demands visionary execution. **Real-time insight** on every interaction. An accurate **single view of the customer**. The **blend of technology and human empathy** to deliver experiences that feel effortless and truly connected. As technology advances at breakneck pace, this vision is within touching distance.

But translating CX Unification theory into reality is complex. **Organisational silos. Fragmented data. Legacy technology and disconnected systems** make gaining a single customer view challenging. **Privacy, compliance, and security constraints** add layers of complexity to personalisation. Navigating this transformation requires unprecedented **cross-functional collaboration**. Executive-level commitment to becoming truly customer-centric is essential.

Yet the rewards of mastering unified connected experiences are profound. Most importantly, exceptional CX is the strongest, most efficient channel for marketing and the strongest proponent for new business. It **creates advocacy, drives repeat purchase and builds loyalty**. Customer feedback should be at the heart of every user experience: in product design, in the digital journey, and in-store. This evolves customer relationships from transactional interactions to lasting emotional

connections. The result: **competitive differentiation, higher lifetime customer value, and accelerated product innovation**.

Join us as we bring together our community of visionaries, change agents, and practitioners committed to making Unified CX a reality. Together, we'll explore the future of connected experience. We'll identify immediate near-term opportunities. We'll turn strategy into execution.



**Hannah McKenna**  
Conference Producer



**Jessica Marriott**  
Senior Conference Producer

**YOUR 2026  
SUMMIT  
WILL BRING  
TOGETHER...**



**350+**  
Attendees



**75+**  
Speakers



**200+**  
Companies



**20+**  
Sponsors

# 2026 STAR SPEAKER



## Rory Sutherland, Vice Chairman, Ogilvy

**Join Rory Sutherland for an exclusive session exploring how behavioural science can transform customer experience by better understanding how people really think, feel and make decisions.**

This conversation will challenge traditional assumptions about rational behaviour and examine how experience design, creativity and psychology can be used to create more meaningful and effective customer journeys.

Through real world examples and thought provoking insights, Rory will reflect on how small changes in framing, language and interaction design can deliver disproportionate impact across engagement, trust and loyalty. The session will offer a fresh perspective on how organisations can design experiences that resonate emotionally as well as functionally.

**Following the session, CCW Europe Premium Members will be invited to a meet and greet and book signing of *Alchemy: The Magic of Original Thinking in a World of Mind-Numbing Conformity*.**

Rory has spent his career on the creative side of Ogilvy UK and is the founder of Ogilvy's Behavioural Science Practice. He is a celebrated writer and speaker, technology correspondent for The Spectator, former President of the IPA, TED Global speaker and co author of *Transport for Humans*. His work continues to shape how organisations think about influence, creativity and human centred experience design.

# CCW UK COMMUNITY

## BRAND & MARKETING EXPERIENCE

Customers increasingly choose brands that show **clarity, empathy** and **emotional intelligence** across every interaction. Brand influence now stretches beyond campaigns, informing how **content, design, service** and **digital** execution work together to deliver a **coherent story**. Siloed insight, slow processes and weak measurement create inconsistency that customers notice immediately. Brands that **unify data, embed brand meaning** into every channel and **align teams** to the same narrative will drive **stronger engagement** and **loyalty**. Marketing leaders must ensure experience delivery reflects brand intent in real time, creating journeys that feel **confident, consistent** and **commercially effective**.

## DIGITAL DESIGN & EXPERIENCE

Digital experience is now the primary lens through which customers judge a brand. It must feel **seamless, intuitive** and **reliable** across every channel. It requires **aligned priorities, shared insight** and **coordinated decision-making** across **product, data, design, marketing** and **service**. Many organisations still struggle with fragmented systems, variable ownership and inconsistent data, slowing innovation and personalisation. Digital leaders have a critical opportunity to unify platforms and context to design journeys that **anticipate needs, eliminate friction and strengthen trust**. When teams operate from the same customer understanding, digital becomes a catalyst for **better experiences** and **operational efficiency**.

## SERVICE & OPERATIONS EXCELLENCE

Customer experience is evolving rapidly as **AI adoption scales, expectations rise** and cross-functional collaboration is prioritised. Many organisations have launched AI, but most remain stuck at mid-level CX maturity due to fragmented data, disconnected operations and weak governance. The challenge is no longer experimentation; it is scaling responsibly while keeping experiences human and personalised. CX leaders must **unify insight, align teams and build governance frameworks** that **sustain value**. The path forward requires new ways of measuring success, strengthening collaboration and embedding customer-centric decision-making across the organisation to unlock **continuous improvement** and **operational excellence**.

**Cross functional job titles:** Chief Transformation Officer, Chief Customer Officer, Chief Data Officer, Chief Information Officer, VP/Director Customer Experience, Director of AI

## C-SUITE, VPS, DIRECTORS, HEADS & MANAGERS OF:

- Marketing
- Demand Generation
- Growth Marketing
- Brand
- Campaign
- Performance Marketing
- Content Marketing
- SEO/SEM
- Social Media

- Product
- Product Marketing
- UX/UI Design
- Digital Experience
- Conversion Rate Optimisation (CRO)
- Web Experience
- eCommerce
- Omnichannel
- Insight & Analytics

- Customer Insights
- Customer Care
- Customer Operations
- Contact Centre
- Service Excellence
- Voice of Customer
- Complaints
- Workforce Management
- Employee Experience

# UNIFIED PRINCIPLES

These focus areas define the critical priorities for our community, giving every team a common direction to work in alignment and deliver a seamless, unified customer experience.

## UNIFIED CUSTOMER DATA

Creating a single, connected customer view that enables faster, clearer and more aligned decision-making across the organisation

## PERSONALISATION & JOURNEY ORCHESTRATION

Designing tailored, end-to-end journeys that adapt to real customer needs and behaviours in the moment

## MEASUREMENT & PERFORMANCE

Creating clear, connected metrics that show what is working, what is not and how experience directly drives commercial value

## AI & AUTOMATION

Leveraging AI and automation to enhance speed, precision and scalability across the customer experience ecosystem

## PREDICTIVE & PRESCRIPTIVE ANALYTICS

Using forward-looking insight to anticipate customer needs and guide teams toward smarter, more accurate decision-making

## TRUST, ETHICS & PRIVACY

Ensuring data and AI are handled responsibly and transparently to strengthen trust and confidence at every customer interaction

## EXPERIMENTATION & AGILITY

Building a team that tests, learns and adapts quickly so experiences evolve at the same pace as customer behaviour

## CROSS-TEAM COLLABORATION

Aligning product, digital, marketing, design and service around shared goals so the customer receives one cohesive experience

## FUTURE EXPERIENCE INNOVATION

Exploring emerging behaviours, technologies and models to shape the next generation of customer experiences

# UK ADVISORY BOARD

With the guidance of our advisory board, we continue to advance the customer management industry and inspire meaningful change.



**NICE | COGNIGY**

**Alan Ranger**  
Vice President Marketing,  
NiCE Cognigy



**Hastings DIRECT**

**Alice Hunt**  
Head of Technology  
Services, Hastings Direct



**smart**

**Aymen Ismail**  
Head of Customer  
Engagement Solutions,  
smart Europe GmbH



**Dorchester  
Collection**

**Caitlin Neary**  
Director, Global Contact  
Centre, **Dorchester  
Collection**



**LesMills**

**Carl McCartney**  
Global Head of Sales  
Education, **Les Mills**



**GET  
YOUR  
GUIDE**

**Doug Casterton**  
former Head of  
Operational Excellence,  
**GetYourGuide**



**experian.**

**Emma Wardle**  
Director of Customer  
Service Operations UK&I  
Customer Servicing,  
**Experian**



**Danica | Pension**

**Jann Hoffmann**  
Head of Contact Centre,  
**Danica Pension**



**ENGAGING  
INTERACTIONS**

**Jen Brown**  
Director, Marketing  
Consultancy, **Engaging  
Interactions**



**M**

**Katalin Fritz**  
Chief Customer & People  
Officer, **Marley Spoon**



**Flutter**  
UK & IRELAND

**Kayle Rattigan**  
Head of Safer Gambling  
Operations, **Flutter UK&I**



**foundever**

**Maria Harju**  
EVP, Enterprise Standards  
and Global Clients,  
**foundever**



**enercity**

**Meko Elmekawy**  
Chief AI & Digital  
Innovation, **enercity**



**TUI**  
Live Happy

**Ramón Delima**  
Global Director, Customer  
Services, **TUI**



**CCW** CUSTOMER  
CONTACT WEEK  
EUROPE

**Sandro Percuoco**  
CCW Europe Advisory  
Board



**GENESYS**

**Zaheer Gilani**  
Director Strategy and  
Business Development,  
**Genesys**

# PREVIEW OF INDUSTRY EXPERT SPEAKERS



**Stuart Trevor**  
Founder, All Saints



**Claudia Nicholls**  
Chief Customer Officer,  
Simplyhealth



**Hady Khalaf**  
Chief Capability Officer,  
Bel



**James Hewitson**  
Managing Director Head  
of Customer Support,  
HSBC



**Tim Hulbert**  
Managing Director,  
Global Head of Insight  
and Planning, Standard  
Chartered Bank



**Louise Phillips**  
Vice President – Customer  
Centres, Virgin Atlantic



**Neil Ellett**  
Vice President of  
Customer Support, Bolt



**Malcolm Dunn**  
Vice President Customer  
Operations and Balances,  
OVO



**Pardeep Duggal**  
Global Marketing & Digital  
Director, Bupa



**Jon Wells**  
Director Customer  
Contact, Carnival UK (P&O  
Cruises & Cunard)



**Hamish Rickman**  
European Marketing  
Director, Samsung



**David Enwright**  
Marketing Director, Post  
Office



**Sharon Braude**  
Global Group Project  
Director-CRM, Virgin  
Active



**Alexandra Lund**  
Director of Trade  
Marketing, Asahi UK



**Emma Wardle**  
Head of Customer  
Operations (Consumer  
Services UK&I), Experian



**Paul Dongha**  
Head of Responsible AI  
& AI Strategy, NatWest  
Group



# PREVIEW OF INDUSTRY EXPERT SPEAKERS



**Stephanie Gordon**

Head of Global CX,  
Wayfair



**Darci Dutcher**

Director of Product Design  
and User Research,  
The Financial Times



**Lottie Hippisley**

Brand Marketing Manager,  
Print & Partnerships,  
Ocado Retail



**David Jones**

Head of Consumer UK,  
PayPal



**Brian Flanagan**

Head of Public Websites,  
HSBC



**Costa Delis**

Customer Experience  
Director UK, JLR



**Ashish Morjaria**

Head of CX  
Transformation, National  
Grid UK



**Alex Hornby**

Commercial & Customer  
Director, Northern Railway



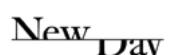
**Sarah Durber**

Head of Customer  
Success Operations,  
PensionBee



**Charlton Clarke**

Customer Experience  
Director, Les Mills



**Francesca Rea**

Director of Customer  
Operations, NewDay



**Eve Kolesova**

Marketing & Category  
Management Director,  
Henkel



**Anna Gradił**

Director Seller Growth  
& CX, Depop



**Holly McKinlay**

Director of Strategic  
Communications &  
Brand, WWF



**Kit Wilson**

Director of Customer and  
Developer Services, Dŵr  
Cymru Welsh Water



**Andy Harrison**

Senior Manager,  
Vulnerable Consumers  
Lead, Fidelity International



# INSIGHTS FROM THE COMMUNITY

Discover the impact of the CCW UK Summit through the voices of those who've experienced it.

“

Nextiva's experience at the UK summit has been very positive...some very interesting conversations and a lot of follow-up meetings booked, so definitely happy with that. The UK Summit has helped us to connect with the right people because you've got a lot of leaders in the CX and contact centre space who are attending, from some great companies.

*Enterprise Account Executive, Nextiva*

“

It's the perfect way of getting to meet all of the decision makers and helping them advance all of their projects and just getting to know them over the course of a few days.

*Alan Ranger, VP Marketing, NiCE Cognigy*

”

“

In most conversations at the event, there was genuine potential for those initial discussions to develop into future opportunities.

*Lucas Desiderio, GTM Director, ElevenLabs*

“

We've been involved with a number of CCW Europe events, and the quality of attendees is one of the biggest reasons we continue to engage. We're consistently speaking with the right people from the right organisations, including decision-makers at all levels. CCW Europe delivers a strong return on investment through meaningful meetings and genuine commercial opportunities. It also gives us a valuable insight into what's happening across contact centres, conversational intelligence, and AI today.

*James Marlow, Senior Account Executive, Evaluagent*



“

CCW Europe is a phenomenal event. There are certain places you simply have to be, and this is one of them. You know that when you attend a CCW event, you'll be exposed to the right clients and the right people.

*John Mackey, Global CXM Growth and Enablement Executive, Conduent*

”

# PACKAGE OPTIONS

## Speaking Opportunities:

- Keynote Plenary
- Executive Boardroom
- Workshop
- Summit Chair
- Client Sessions
- Masterclass

## Brand Amplification Activities:

- Drinks Reception Sponsorship
- ~~Lanyards~~ **SOLD**
- App Sponsorship
- Seat Covers Sponsorship
- Stationary Sponsorship
- Bag Sponsorship

## Lead Generation Activities:

- Exclusive Coffee Sponsor
- Wi-Fi Sponsor
- F1 Sim Sponsorshop

## Booths:

- Platinum **1 REMAINING!**
- Gold **3 REMAINING!**
- Silver



# 2026 SPONSORS



**NiCE Cognigy**



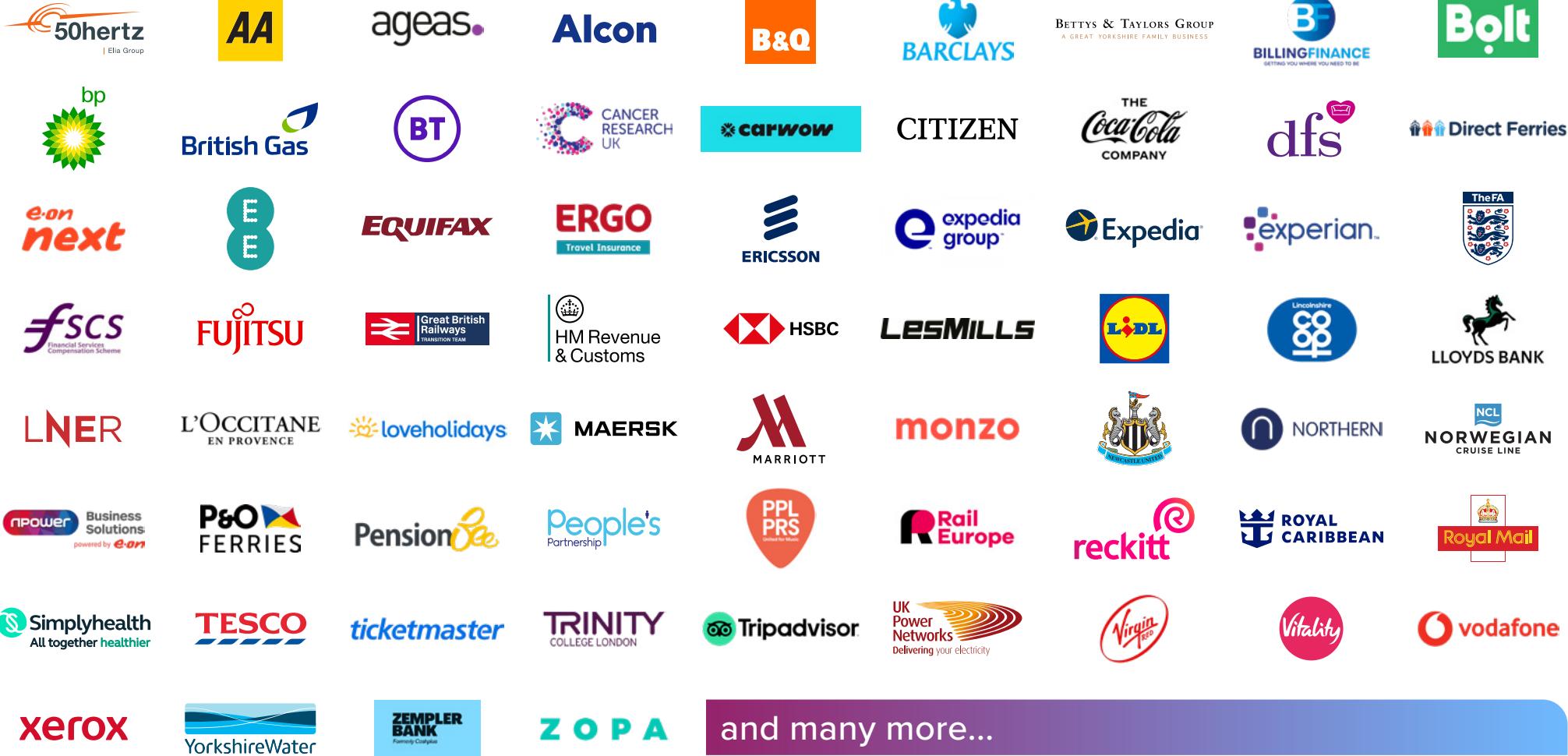
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**telana**



# ATTENDEE SNAPSHOT



and many more...

# CCW EUROPE DIGITAL: WHO WE ARE

**CCW Europe Digital** is the regions leading dedicated analyst-led content platform and online community connecting more than 80,000 customer management professionals across Europe. Through trusted research, expert analysis, and premium thought leadership, we help sponsors raise brand visibility, establish authority, and engage CX decision-makers across every stage of the buyer journey. Each interaction generates richer audience insight, enabling warmer, more informed commercial conversations.

## WHY BRANDS TRUST US:



### Immediate visibility with decision-makers

Reach senior CX, digital-experience and contact-centre leaders precisely when they begin researching.



### Expert-validated content

Position your solutions alongside unbiased analyst insight to earn trust from the first interaction.



### Stronger downstream performance

Feed the rest of your marketing mix with leads who already recognise your expertise, shortening sales cycles and boosting ROI.



**What's Next in Personalisation?**



**The CX Maturity Index:  
Where Brands Stand Today**



**AI in CX – Today's Realities and Tomorrow's Possibilities**



**Access our market studies**

To explore our digital opportunities in more detail, please visit our website:

# CCW EUROPE DIGITAL: WHO WE ARE

## THOUGHT LEADERSHIP AND LEAD GENERATION OPPORTUNITIES



### Masterclass Series

Interactive masterclasses led by industry experts and senior practitioners, focused on solving real-world CX and contact centre challenges. Each session delivers practical insight, actionable frameworks, and live audience engagement to position sponsors at the centre of strategic conversations.

The masterclass series is considered a jointly owned asset and will include a minimum of 4 weeks syndication and weekly lead delivery.



### Podcasts

Thought-provoking podcast episodes featuring candid conversations with European customer management leaders and analysts. Podcasts explore emerging trends, leadership perspectives, and practical experiences across CX, contact centres, and digital transformation.

The podcast series is considered a jointly owned asset and will include a minimum of 4 weeks syndication and weekly lead delivery.



### Exclusive Reports

A report featuring insights from high-profile European customer management executives and analyst research. Exclusive reports provide in-depth analysis on key contact centre and customer experience topics.

The report is considered a jointly owned asset and will include a minimum of 4 weeks syndication and weekly lead delivery.



### European Market Studies

Dive into our European market studies, which provide comprehensive analysis on key trends and topics. These reports include exclusive insights from research and industry leaders, offering a detailed view of market challenges, opportunities, and case studies from across Europe.

The market study is considered a jointly owned asset and will include a minimum of 4 weeks syndication and weekly lead delivery.

To explore our digital opportunities in more detail, please visit our website:

# MEET THE TEAM



**Katie Judd**  
General Manager



**Helena Hunt**  
Divisional Sales Director



**Stefan Wasmuht**  
Strategic Account  
Manager



**Luc Kear**  
Senior Sponsorship  
Sales Manager



**Lucia Cinda**  
Sponsorship and Digital  
Sales Manager



**Alberto Valtellino**  
Head of Marketing



**Simon Hall**  
Customer Contact  
Industry Analyst



**Jacob Luciani**  
Marketing Manager



**Jessica Marriott**  
Senior Conference  
Producer



**Hannah McKenna**  
Conference Producer

To book a consultative call, request more information about our events or for any questions you may have, contact us directly at [partner@iqpc.co.uk](mailto:partner@iqpc.co.uk) and team member will gladly assist.

**We look forward to working with you!**