



CX & Loyalty Conference

All about Experience

Τρίτη, 18 Οκτωβρίου 2022

Τεχνόπολη Δήμου Αθηναίων, Αεριοφυλάκιο 1 - Αμφιθέατρο «Μιλτιάδης Έβερτ»

Draft Agenda

- 9:30 – 10:00 Προσέλευση – Networking Coffee
10:00 – 10:10 Εισαγωγή - Καλωσόρισμα
— **Μαριλένα Παππά**, Events Coordinator, KPMG in Greece
- Χαιρετισμοί
- 10:10 – 10:20 — **Τάσος Πάντος**, Director, Management Consulting, KPMG in Greece
10:20 – 10:30 — **Frank Thibaut**, Διευθυντής Διοδίων, Εμπορικής Διαχείρισης και Τηλεφωνικής Εξυπηρέτησης Πελατών, Αττικής Οδού & Πρόεδρος, ΕΙΕΠ
- 10:30 – 11:00 “Me, myself, my life and my wallet” KPMG Global Research
— **Georgina Severs**, Global Operations Lead Customer Centre of Excellence Global Advisory, KPMG
- 11:00 – 11:30 **Keynote Presentation**
Your EX should come first
— **Michael R. Virardi**, Speaker, Trainer, Author
- 11:30 – 12:00 **Panel Discussion**
The Energy Providers CX Leaders Panel – Priorities & Challenges
— **Αθανάσιος Σμπόνιας**, Customer Experience Manager, HelleniQ Energy
— **Βασίλης Μέντζος**, Chief Project & Customer Experience Officer, PPC S.A.
— To be announced
Συντονισμός: Δημήτρης Παπακανέλλου, Partner, Management Consulting, KPMG in Greece
- 12:00 – 12:20 Coffee Break**
- 12:20 – 12:35 How an engineering mindset supports CX
— **Γιώργος Χειμωνίδης**, Business Development Lead, Performance Technologies
- 12:35 – 13:00 **Live from UK**
Customer Experience in 2022 and Beyond
— **Ian Golding, CCXP**, CEO and Founder, Customer Experience Consultancy Ltd
- 13:00 – 13:30 **Fireside Chat**
Leading in the Experience Economy
Michael R. Virardi, Speaker, Trainer, Author discusses with **Christoforos Stamoulakatos**, General Manager, Sarantis Group

- 13:30 – 13:40 — **Satori Analytics**
- 13:40 – 14:00 [Mining Business Value in the evolving Landscape of Digital Customer Experience](#)
— **Wilhelm Rabitsch**, Manager Digital Marketing, PM Digital Customer Experience and Transformation Project, Attica Group
- 14:00 – 14:50** [Ελαφρύ Γεύμα](#)
- 14:50 – 15:00 — **e-Satisfaction Presentation**
- 15:00 – 15:20 — **Charles Clark**, CEO, Openbay Management Consultancy
- 15:20 – 15:50 **Panel Discussion** [The Retail CX Leaders Panel – Next Best Action \(NBA\) and Omnichannel customer journeys](#)
— **Άννα Καραχάλιου**, Customer Relationship Management, Business Leader, Leroy Merlin Greece & Cyprus
— **Βασίλης Κωστόπουλος**, Regional Omnichannel Manager, Intersport
— To be announced
Συντονισμός: Ανδρέας Γαλανής, Senior Manager, Management Consulting Consulting, KPMG in Greece
- 15:50 – 16:10 — **Αλέξανδρος Δοδόπουλος**, Business Intelligence, Loyalty & Analytics Director, Director, AB VASSILOPOULOS
- 16:10 – 16:30 — **Μαρία Νασιάκου**, Group Director, CRM & e-commerce, Vivartia
- 16:30 – 16:50** [Coffee Break](#)
- 16:50 – 17:00 [Is it worth it to improve CX?](#)
— **Ισιδωρος Σιδερίδης**, CEO, Pobuca
- 17:00 – 17:20 — **Nadia Georgakopoulou**, Head of Customer Experience and Loyalty, Alpha Bank
- 17:20 – 17:40 **Fireside Chat**
— **Igor Romero**, CX Director, EMEA Solution Principal, Medalia
— **Iosif Faskiotis**, Director, Enterprise Sales, CEE, Medalia
— **Λεωνίδα Σταυρόπουλος**, Senior Manager, Consulting, KPMG in Greece
- 17:40 – 18:10 [Insight at the heart: Avoiding a one size fits all mentality through clever use of behavioural analytics and customer insights](#)
— **Manuela Pifani**, Senior Director of Insight & Customer Experience, ASDA, UK
- 18:10 – 18:30 [The Future of CX: The Metaverse](#)
— **Renata Liuzzi**, Founder & CEO, Axis Partners, #1 CX Influencer by CX Magazine in 2022
- 18:30 [Κλείσιμο Συνεδρίου](#)

Σημείωση: Το συνέδριο είναι δίγλωσσο χωρίς δυνατότητα μετάφρασης.