



CCMA Conference 2026

CX 2026 – Start, Stop, Continue!

MC - Eoghan Tomás McDermott

Thursday 21st May 2026, Radisson Blu, Golden Lane, Dublin 8, D08 VRR.

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| 8.30 - 9.00 a.m. | Registration, Networking & Light Breakfast |
| 9.00 - 9.10 a.m. | Opening & Welcome - Eoghan Tomás McDermott MC, The Communications Clinic. |
| 9.10 - 9.50 a.m. | Keynote Address – 3 Evolution – Reimagining CX for What’s Next! – Ronan O’Neill, Chief Customer Experience Officer Three. |
| 9.50 - 10.10 a.m. | Crafting Signature Experiences in the Human Machine Age – Barry Winkless, Head of the Future of Work Institute, Cpl. |
| 10.10 - 10.30 a.m. | Start with People, Scale with Technology – Aisling McCarthy, Transformation Director, Kraken. |
| 10.30 - 10.45 a.m. | Q & A Panel |
| 10.45 - 11.15 a.m. | Coffee & Networking |
| 11.15 - 11.35 a.m. | The Loyalty Disruption: What AI Agents Mean for CX – Brian Fitzgerald, Customer Strategy & Growth Lead, Accenture Song. |
| 11.35 - 11.55 a.m. | How Bank of Ireland is Transforming Future CX – Luka Grzan Customer Service Transformation Director, Bank of Ireland & Shameem Smillie, EMEA GTM Leader Amazon Connect, AWS. |
| 11.55 - 12.05 p.m. | Q & A Panel |
| 12.05 - 12.35 p.m. | Winning The Long Game: Start, Stop, Continue! – Derval O’Rourke, Vhi Wellness Speaker, Olympian & World Champion. |
| 12.35 - 12.45 p.m. | Q & A |
| 12.45 - 1.45 p.m. | Networking Lunch |
| 1.45 - 2.30 p.m. | Breakout Streams <ul style="list-style-type: none"> » Agentic AI: Knowledge Management’s Next Leap. – Alan Gates, Solutions Consultant, Verint. » Setting Your Team Up for Success – A Framework for Coaching in a Changing World – Mary McCarthy, Transformation Expert, Leadership & Team Coach. » EI (Emotional Intelligence) in the age of AI – A Practical Toolkit – Michelle McDaid – The Leading Place. » What does the EU AI act actually mean for your Team Performance Management? – David McMunn, Partner Data Beauchamps LLP. |
| 2.20 - 2.45 p.m. | Key learnings from Breakout Sessions |
| 2.45 - 3.05 p.m. | Built for the Front Line: How Real Contact Centres Shape Better CX Technology – Lisa Orford, GVP, Product Management 8x8. |
| 3.05 - 3.15 p.m. | CCMA Study May 2026 – How Irish Consumers Want to Engage with Service Providers – Elaine Donohoe, Managing Director W5. |
| 3.15 - 3.25 p.m. | Q & A Panel |
| 3.30 p.m. | Conference Close |