



CCMA Conference 2022

Reimagining CX and Employee Engagement in 2022

Chairperson: Eoghan McDermott

Thursday 19th May 2022 - Aviva Stadium, Dublin

- 8.30 – 9.00 a.m. Registration & Light Breakfast
- 9.00 – 9.05 a.m. Opening & Welcome
Eoghan Tomás McDermott MC, The Communications Clinic
- 9.05 – 9.30 a.m. Taming the Zedonk: Exploring the Future Hybrid Contact Centre
Dr. Nicola Millard, Principal Innovation Partner, BT.
- 9.30 – 9.50 a.m. How is the Labour Market Changing as we emerge from the Pandemic?
Jack Kennedy, Economist Indeed Hiring Lab.
- 9.50 – 10.10 a.m. Using a Talent Marketplace to Grow Skills
Deirdre O'Donnell, Head of Capability Development Fidelity International
- 10.10 – 10.30 a.m. Q & A
- 10.30 – 11.00 a.m. Coffee & Networking
- 11.00 – 11.20 a.m. Reimagining CX - Driving Value Through Customer Support
Mary Flynn, SVP Global Client Services, 24-7 Intouch
- 11.20 – 11.40 a.m. PayPal's Effortless Transformation Journey
Sam Longhi, CS Director PayPal EMEA.
- 11.40 – 12 noon CX Digital Transformation, Airline to Technology Champion
Tracy Kennedy, Director Customer Service Ryanair.
- 12 noon – 12.20 p.m. Q & A
- 12.20 – 12.40 p.m. Your Voice at Work
Linsey Dempsey, Founder Singatwork.ie
- 12.45 – 1.45 p.m. Networking Lunch
- 1.45 – 2.00 p.m. Voice – the Final Frontier of the Digital Revolution
Paul Walsh CTO Workair
- 2.00 – 2.15 p.m. The Next Generation Customer Journey
Gerry Keleghan, Senior Product Sales Specialist, Cisco Systems
- 2.15 – 2.30 p.m. Q & A
- 2.30 – 3.30 p.m. Breakout Streams
 - Breakout Option 1 - CX More Ease, Less Effort – Cormac Murphy, Managing Partner, Ennovate Consulting.
Topics to be discussed:
 - Customers come for the product but leave because of bad service
 - Forget advocates, prevent detractors
 - Make every interaction less effortful
 - Breakout Option 2 - A Vocal 101 Workshop – Linsey Dempsey, Founder Singatwork.ie
Topics to be discussed:
 - Demonstration on using your voice for effective storytelling, engagement and CX
 - Coping strategies to keep your vocal tone and intent in pressured situations
 - Building a Vocal Toolbox for you and your team
 - Breakout Option 3 - Digital Transformation – a Precautionary Tale of Right and Wrong – Steve Jenkins, Contact Centre Consultant BT Ireland.
Topics to be discussed:
 - The consequence of choosing the wrong tools.
 - How do you choose the right tools?
 - How to get the most from your tools?
- 3.30 p.m. Conference close