

## Customer experience and challenging the status quo

25/02/16. Westminster Business School, University of Westminster, 35 Marylebone Road, NW1 5LS

This is the fourth event in our professional marketer series and we will be taking a look at what makes a customer experience feel great and how this drives customer advocacy. Then we will look at how you can challenge the status quo and drive change in a business environment.

Eamon FitzGerald, Managing Director of Naked Wines, voted best company 2014 and Sunday Times 100 best small companies to work for 2014, will talk about the work they have done on employee engagement – happy customers start with happy employees.

Our second speaker is Doug Shaw, founder of the consultancy practice What Goes Around. Doug will help you discover the hero inside yourself and become an agent for change within your own organisation.

### Agenda

- 18:00 Registration and refreshments
- 18:30 Customer experience: Eamon FitzGerald, Naked Wines
- 19:15 Challenging the status quo: Doug Shaw, What Goes Around
- 20:00 Buffet and networking
- 21:00 Finish

### Speakers

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**Eamon FitzGerald** is the wine guy at Naked Wines UK, which involves scouring the globe for the world's most talented independent winemakers and setting them up in business. He previously worked for Decanter magazine, and on the side of a mountain in the Languedoc picking grapes. Before that he worked for financial services clients in London and Dublin for management consulting firm Accenture.

He graduated from Trinity College Dublin in 2007 with a first-class honors degree in Business Studies & French and an unhealthy passion for wine, marketing and languages. He is the proud holder of WSET Level 3 Advanced Certificate in Wines and Spirits having passed with distinction in theory and tasting. In his spare time he watches American football, hangs out with his dog Bran, and avoids coriander at all costs.



**Doug Shaw** is the founder of consultancy practice, What Goes Around. Prior to setting up this business in 2009 he worked in a global role for one of the UK's largest employers, leading change management and employee engagement.

Now, he helps people make work better. He advises a wide range of businesses and business leaders on how to make work more effective, productive and enjoyable through smarter, more collaborative work practices and tapping into people's inherent creative abilities. He speaks at conferences all over the world, writes for a number of publications and in 2013 was recognised by Huffington Post as the UK's top expert on social HR.