

British Chamber of Commerce and Brno International Business School
invite you to participate in the breakfast briefing

The Best Customer Engagement Strategy



16 May 2017 at 9.00 am
Art Nouveau Palace Hotel Prague
Panská 897/12, Prague



This breakfast briefing has been prepared to determine the research findings of a project of the Staffordshire University and DFS – UK leading retailer; on what drives customer willingness to recommend a brand or business and what companies do to increase the likelihood of their customers becoming the company's promoter. The authors and principle investigators of the research project, Mr Andrew Stephenson and Dr Jana Fiserova will introduce the research project and its findings and also they will showcase an example of how this research was used at DFS to create a programme that was awarded the best Customer Engagement Strategy in the UK.

Speakers:

Mr Andrew Stephenson (People Director of Lookers plc)

Dr Jana Fiserova (Senior Lecturer in Business Economics and Strategic Management at Staffordshire University)

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Attendance fee

Members: 550 CZK + VAT

Non-members: 850 CZK + VAT