

# AGENDA

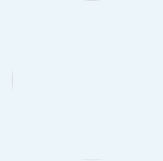
Redefining CX - The AI Powered Future of Customer Experience

## Executive Dinner

### SPEAKERS



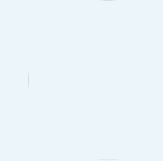
**Fox Ahmed**  
Global Head of  
Cybersecurity &  
Technology and Data  
Protection Regulatory  
Risk  
BNP Paribas



**Dennis Parker**  
Head of CX for Partners  
AWS



**Ben Neo**  
Contact Center & CX  
Sales Head (EMEA)  
Zoom



**Russel Bigg**  
Digital Workplace and CX  
Team Lead  
NTT DATA, Inc

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**February 25, 2026**

6:00 PM-9:30 PM

United Kingdom Time

### Redefining CX: The AI-Powered Future of Customer Experience

AI continues to dominate the conversation around customer experience, yet many organizations struggle to translate ambition into measurable impact. This exclusive executive engagement brings together CX leaders to explore how AI is being applied in practice to improve customer engagement, operational efficiency, and business outcomes. Drawing on insights from primary research across 600 UK enterprise organizations, the discussion will highlight where AI adoption is succeeding, where it is falling short, and why execution remains a challenge. Attendees can expect to gain perspective on

how to better align teams, deploy AI across the customer journey, and make more informed decisions about where AI can meaningfully enhance the customer experience.

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TOGETHER WITH

