

AGENDA

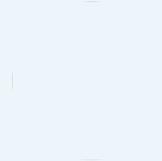
Redefining CX - The AI Powered Future of Customer Experience

Executive Dinner

SPEAKERS



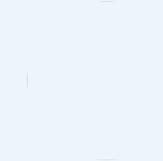
Fox Ahmed
Global Head of
Cybersecurity &
Technology and Data
Protection Regulatory
Risk
BNP Paribas



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.

TOGETHER WITH

