



Customer Insight Conference

Thursday 21 October 2010 - Moller Centre, Cambridge

Programme - timings are indicative

Time	Activities
9.30	Coffee and registration
10:00 – 10:10	Welcome and housekeeping by Filip Meuris, Chairman
10:00 – 10:30	Presentation on Customer Insight and business process re-engineering <ul style="list-style-type: none"> • Smart Cities project (Tim Anderson, Norfolk County Council) • Esd toolkit (Mike Thacker, esd toolkit)
10:30 – 11:00	Presentation on Customer Insight in a Total Place context (Paul Barton, Central Bedfordshire and Luton Councils)
11:00 – 11:15	Coffee <i>Delegates are invited visit the market places on the second floor</i>
11:15 – 12:30	Workshop sessions (20 min presentation and discussion) <ol style="list-style-type: none"> 1. Norfolk County Council - Social Marketing and Customer Profiling. Stephen Pearson 2. Smart Cities - Customer Surveys in Belgium and Germany. Bart Noels/Elke Van Soom 3. esd toolkit - efficiency savings in East Hertfordshire. Sheila Apicella and David Lindill 4. Co design and Community Engagement . Neil Mackin 5. Social marketing. James O'Hare
12:30	Lunch <i>Delegates are invited to use this time for networking and to visit the market places on the second floor</i>
14:00 – 15:15	Workshop sessions (20 min presentation and discussion) As morning
15:15 – 16:30	Plenary session – chaired by Filip Meuris Answer twitter questions
16:30	Depart