

# Global CX Day - celebrating remarkable customer experiences

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You are invited to the first CX Day event in Africa! Be part of this global phenomenon that will feature a morning conference in Sandton and as the sun moves around the globe, you will have the opportunity to engage with CX professionals in nearly every country around the world!



The Customer Experience Professionals Association (CXPA) is the leading global non-profit organisation dedicated to the advancement, cultivation and growth of the CX profession. To that effect they launched a global Customer Experience Day that celebrates companies and professionals that create great experiences for their customers.

The third annual Customer Experience (CX) Day will be held on 6 October 2015 on a global scale. This includes online and offline events that will run all over the world to create excitement, to share ideas, to motivate, educate and infuse everyone with knowledge and passion about the need and essence of Customer Experience. Creating a mindshift in the workplace towards changing overall customer experience worldwide is the focus.

"We are extremely excited to be part of this amazing initiative and hope that through collaboration, we will be able to raise visibility of CX as a profession, not only in America and Europe but also in Africa and specifically South Africa. That is why we are particularly proud to be able to host the first-ever CX Day event in South Africa this year," says Chantel Botha from BrandLove, who heads-up the Africa/Middle east region CXPA committee.

The South African event (is *free*, yep, it costs nada, nothing) and will be held in Johannesburg at The Focus Rooms in Sunninghill, Sandton on 6 October 2015 from 09h00 - 12h00. The theme of the event is: **The experience consumers will demand from brands in 2020 and beyond...**

Speakers at the event will provide you with insights into how their industry are preparing itself for the future expectations of consumers, they include:

- Josh Ramsey (MC and laughter yoga coach, yeah, you are going to laugh for no reason whatsoever!)
- Claudia Ramsden (ACSA)
- Chantel Botha (Brandlove)
- Marisa Scott (Focus Rooms)
- Craig Lee in Dubai (CX strategist, previously Head of CX at Emirates) via a pre-recorded Google Hangout that will happen that morning while you are all still sleeping.

To attend this event register at [http://www.cxpa.org/events/event\\_details.asp?id=678622&group=](http://www.cxpa.org/events/event_details.asp?id=678622&group=) or find out more about the CX day globally at [www.cxday.org](http://www.cxday.org).

For more information or to participate in the event contact the BrandLove organising team via email at [hello@brandlove.co.za](mailto:hello@brandlove.co.za).

**More about the sponsors and hosts:**

**Focus Rooms** have kindly provided their facilities at a massively reduced rate. They are our first choice a venue destination because of the amazing overall experience they create for their delegates.

[www.focusrooms.co.za](http://www.focusrooms.co.za)

**BrandLove** focuses on strategy and consulting but believe that CX capability development is essential for companies to own their CX transformation. BrandLove has a portfolio of training courses that includes executive master classes, CX designer training courses aimed at business and process analysts and various interventions aimed at the front line. [www.brandlove.co.za](http://www.brandlove.co.za)

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