

Coffee and biscuits available from 9.30am

**10:00 Welcome & Introduction** from AURA

**10:10 AURA AGM**

### SESSION ONE:

**10:30 Evaluation of your organisation's customer centricity (Cspace)**

Cspace to play back the findings from the pre-seminar survey you'll have received

11:00 Coffee break (30 minutes)

**11:30 12 Dimensions of a Customer Centric Audience (Cspace)**

Interactive workshop where you'll generate your own set of ideas for how to design the kind of customer centricity that is right for your organisation.

13:00 Lunch (60 minutes)

### SESSION TWO:

**14:00 Staying Close to Customers in the new world of GDPR (Compass Research)**

Compass Research will share their expertise on GDPR compliance for customer centric organisations

**14:30 Turning customer centricity into competitive advantage: Unilever Innovation Model (The Forge)**

The Forge will share, and work with you to apply, an insight tool originally developed for Unilever to help them decide the future direction of their beauty & personal care business

**15.50 Wrap up**

**16.00 Close**

