



Customer Experience Management

MIDDLE EAST SUMMIT 2016

**BOOK BEFORE
28 JULY 2016
TO SAVE UP TO
US\$300!**

Conference days: 26-27 September 2016 • Grosvenor House, Dubai, UAE

The Voice of the Customer... Experience Manager!

THE CUSTOMER EXPERIENCE TEAM OF 2016:



Rimzie Ismail,
Aviation Expert on
Marketing & CEM



Christian Eid,
VP Marketing,
Careem



Adam Spence,
Head of Customer Care
and Experience,
Vodafone Qatar



Ahmed Altarawneh,
Senior Specialist -
Customer Care Strategy,
**Road and Transport
Authority, Dubai**

- ➔ Amira Rashad, Head of Brand, **Facebook MENA**
- ➔ Steve Page, Thought Leader, **TheSoftStuff**
- ➔ Johann Schradt, Thought Leader, **TheSoftStuff**
- ➔ Ismail Mohammed, Senior Vice President - Customer Operations, **du**
- ➔ Saif Saeed, Head of Customer Service - Business Development and Services Department, **Dubai Insurance Co**
- ➔ Hany Mokhtar, Director of Customer Experience, **Zain KSA**
- ➔ Ahed Henry Torbey, Director of Patient Relations, **Oasis Hospital**
- ➔ Chris Walls, Head of CRM, **Sephora Digital**
- ➔ Vandhana Bhaskaran, Performance Development Manager - Customer Experience, **Emirates**
- ➔ Omar Al Busaidy, Abu Dhabi Experience Development Unit Head, **Tourism & Culture Authority Abu Dhabi**
- ➔ Claire Drummond, Head of Customer Experience, **Emirates Islamic Bank**
- ➔ Vinay Prasad, Senior Manager Digital Transformation, **Vodafone Qatar**

TOP REASONS TO ATTEND:

- ➔ **Leverage collective experiences to formulate a customised CEM strategy for your organisation** ◀
With recognised speakers with a wealth of experience from around the Middle East and beyond, sharing with you new ideas, fundamental tools and customisable strategies by offering a holistic view on customer experience management
- ➔ **Benefit from a range of interactive and technical discussions allowing you to tackle the 'softer side of CEM'** ◀
With an agenda dedicated to truly act to facilitate learning and interaction with roundtable discussions and talk-shop sessions along with opportunities to connect with new colleagues and old in the networking breaks and awards dinner
- ➔ **Learn how to create, nurture and improve customer loyalty from the best in the business by participating in the CEM Achievement Awards** ◀
There is a lot to learn but there is also a lot to be proud of and celebrate! The Customer Experience Achievement Awards is your chance to be recognised for the successful achievements of your team that has reflected in true benefits for your business and customers
- ➔ **Measure your CEM strategies with the best in the industry to get fresh ideas to drive customer loyalty** ◀
Live polling, delegate Q&A sessions and real-time benchmarking sessions to give your customers a voice to engage and interact at this forum.

Exhibitor



Networking sponsor:



Roundtable sponsor and partner



Media partners:



Researched and developed by:



International Quality & Productivity Centre

Event overview

To our valued customers,

In an increasingly connected and transparent world, where customers are more demanding, heterogeneous and knowledgeable than ever, it is increasingly more complicated for CX Managers to meet these expectations. With the huge number of expats in the region, these expectations are shaped by the global best and we cannot afford to offer anything less.

Have you ever considered that your brand and experience is measured not only against your competitors, but also against other global brands? If not, then this is the time to start thinking about it as consumers continue to pursue companies which can deliver world-class customer experience standards that they have now come to expect!

I am sure you are now realising that customer experience is the only true differentiator that you can use to get ahead of the competition.

But the question remains how to do this successfully and consistently?

Achieving this is never easy! There is no one size fits all model. Even with all the right technologies and strategies you need the fundamentals: a customer-centric culture, internal buy-in and a knowledgeable team.

The main theme of CEM Middle East 2016 is: The voice of the Customer Experience Manager. Experts and thought leaders in the field shall discuss challenges, expectations and opportunities for customer experience managers to better themselves, their companies and more fundamentally - the experience of their valued customers. This is your chance to benchmark your practices and inspire innovation.

Be a part of the conversation at this **Customer Experience Management Middle East Forum & Live Awards**, taking place from 26-27 September 2016 in Dubai.

I look forward to meeting you at this exciting industry meeting this September!

My best wishes,

Harley Watson
Conference Producer
IQPC Middle East

"Great event, with a solid roster of speakers and delegates. Will definitely attend in the future"

Vice President Customer Experience Management Commercial, du

"Highly insightful discussions and presentations allowing the audience to fully understand the value of CEM."

Vice President Sales, Zettics

WHO SHOULD ATTEND:

➔ Customer Experience Managers from all sectors:

Customer do not differentiate their good or more importantly their bad experiences from industry to industry, which means customer experience managers are in competition with everyone – This is your chance to learn and network from the best!

➔ Solution providers:

Whether you offer CX platforms or data analytics or consultancy services this is your opportunity to showcase why you do it the best and offer the best solutions to the market!



International Quality & Productivity Centre

IQPC provides business executives around the world with tailored practical conferences, large-scale events, topical seminars and training programmes, keeping them up-to-date with industry trends, technological developments and the regulatory landscape.

IQPC conferences are market leading "must-attend" events for their respective industries. IQPC produces more than 1,700 events annually around the world, and continues to grow. Founded in 1973, IQPC now has offices in major cities across six continents including: Bengaluru, Berlin, Dubai, Johannesburg, London, New York, Singapore, Sydney, Tampa, and Toronto. IQPC leverages a global research base of best practices to produce an unrivalled portfolio of conferences. www.iqpc.ae

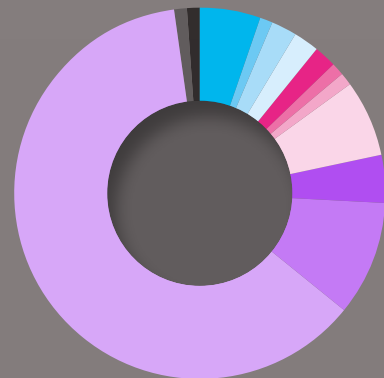
See who attended our previous CEM events:

Some of the participating companies included:

→ Abu Dhabi National Insurance Company	→ Emaar Hospitality Group LLC	→ Madinat Jumeirah
→ Ajman Bank	→ Emirates Group	→ Mashreq Bank
→ Al Futtaim Auto and Machinery Co	→ Emirates Identity Authority	→ Ministry of Environment and Water
→ Al Futtaim Private Company LLC	→ Emirates Islamic	→ National Bank of Egypt
→ Al Habtoor Motors Co LLC	→ Ethos Integrated Solutions	→ Oasis Hospital
→ Al Hilal Bank	→ Etihad	→ Oman Insurance Company
→ AT&T Government Solutions	→ Finance House	→ OSN
→ A W Rostamani	→ Freedom Pizza	→ Saudi German Hospital – Dubai
→ Bahrain Airport Company	→ Google Ireland Ltd	→ Saudi Telecom Company
→ Barclays Bank	→ Gulf Marketing and Services Company	→ Securities & Commodities Authority
→ Bentley Emirates	→ Haya Water	→ Sharjah Islamic Bank
→ Corniche Hospital	→ HSBC Bank	→ Standard Chartered Bank
→ Department of Transport	→ Human Resources Development Fund	→ Sultan Qaboos University
→ du Telecom	→ Jumeirah Beach Hotel	→ Tawam Hospital
→ Dubai Duty Free	→ Karschies, Ceron & Alred Consultants	→ Telefónica UK Limited
→ Dubai First	→ Kuwait Foreign Petroleum Exploration Company (KUFPEC)	→ The Executive Council
→ Dubai Insurance Company		→ Vodafone Qatar
→ Dubai Smart Government		→ And more...

Attendance by country:

United Arab Emirates 57%	Ireland 2%
Saudi Arabia 9%	Kuwait 1%
Oman 6%	Lebanon 1%
Bahrain 5%	Belgium 1%
Qatar 4%	United Kingdom 1%
Egypt 2%	United States 1%
India 2%	



Attendance by job title:

Customer Service / Experience / Relations Heads & Managers 57%	Marketing and Communications Heads and Managers 8%
Sales and Business Development 12%	Quality Heads 7%
Strategy and Organisational Heads 10%	Consultants and Advisors 6%



Conference day one

Monday, 26 September 2016

08:00 Guest welcome: Sign-in and care package

08:50 Opening remarks and introduction to experience curator

08:55 Comment and journey itinerary by experience curator

GETTING STARTED BY GETTING OUT OF THE CONVENTIONAL CEM BOX

09:00 The full funnel perspective: A 30,000 ft perspective on customer experience management

With increasing expectation so customers it is vital to understand how these can be met throughout your business. This is about establishing altitudes of visibility, ensuring that the high strategic level is well established and connected to provide seamless execution as this will define your customer experience throughout their lifecycle. This is made up of multiple layers and interactions all of which need to be consistent in their execution. By aligning efforts, channels and technologies, you can better your customer experience and increase their value and loyalty.

Amira Rashad, Head of Brand, **Facebook MENA**

09:30 The soft stuff is the hard stuff

→ Outline the importance of "soft skill" development within your frontline staff as a means to building a customer-centric culture that engages them to deliver better and more human experiences to your customers

→ Describe how you can unleash the potential of your people by putting relationships before tasks ("connect"), harness the power of experimentation ("create") and STOP planning and START doing ("act"). Instilling the right mind sets, behaviours and actions

→ Take you through three engaging and insightful case studies that tell you how to do it all in your company

Steve Page and Johann Schradt, Thought Leaders, **TheSoftStuff**

10:00 Reserved for Silah Gulf

10:30 Panel discussion: Reevaluating customer needs and expectations in a digital era and customer economy

→ How to maintain your relationship with your existing customers by building stronger relationships and keeping up with their evolving expectations

→ Connecting with the millennials and generation Z customers through mobile and social media demands as they expect convenience and self-service and understand this through mobile and social data tools

→ Establishing a customer-centric culture to evoke emotional connections with your customers and humanise interactions to better serve and understand your customer to drive loyalty

Chris Walls, Head of CRM, **Sephora Digital**

Johann Schradt, Thought-Leader, **TheSoftStuff**

Dr. Wafa Abu Snaineh, The Advisor of Dubai the Model Centre, The Executive Council, **Government of Dubai**

11:00 Networking break

Table talk: The following session will bring together delegates to share feedback and discuss the most critical issues across multiple stakeholders. Set in a round table format, delegates will choose from the following round table discussions that will run simultaneously.

11:30 Customer service excellence

Ismail Mohammed, Senior Vice President - Customer Operations, **du**

Prioritising online and mobile customer experience

Chris Walls, Head of CRM, **Sephora Digital**

Maximising your digital platform to engage your customers

Usama Qasem, Regional Digital and Content Marketing Manager, **IKEA UAE, Qatar, Egypt and Oman**

Healthcare table patient experience is a Culture

Ahed Henry Torbey, Director of Patient Relations, **Oasis Hospital**

12:30 Networking lunch

13:30 Live awards part one

14:00 Pleasing the heterogenous customers

Tourists are the biggest and most varied consumer base, therefore this is ultimately one of the hardest experiences to enhance and most diverse set of expectations to meet. Abu Dhabi have taken some ground breaking initiatives to ensure that this is successfully achieved

Omar Al Busaidy, Abu Dhabi Experience Development Unit Head, **Tourism and Culture Authority Abu Dhabi**

15:00 Meeting Omnichannel expectation with analytics

Customer collaboration and a increasingly connected world has increased customer expectations, ominchannels help you evaluate customer trends and personalise CX to increase profit

Saif Saeed, Head of Customer Service - Business Development and Services Department, **Dubai Insurance Co**

15:30 Closing remarks and end of conference day one

The published programme is correct at time of printing. However, given the seniority of our speakers and the nature of their roles, speakers may subsequently substitute or remove themselves from the programme. This is always regrettable, and we will always try to replace the speaker with a speaker with equivalent insight. For the most up-to-date programme, please visit the event website.

Conference day two

Tuesday, 27 September 2016

08:00 Guest welcome: Sign-in

08:55 **Comment and journey itinerary by experience curator**

09:00 **How to WOW**

An interactive presentation in which the W will introduce the steps they take to prepare and provide the best possible experiences for their guests in our very special W way.

Ines Rodrigues, Welcome Experience Manager, **W Dubai**

09:30 **The impact of corporate culture in delivering a sustainable positive CX**

- Culture - By design or by default
- Defining existing culture
- Employee engagement within the value chain
- Building a customer-centric employee driven CX 'tool kit'

Key take-outs:

A tool-kit enabling delegates to identify, map and integrate key elements in building a customer-centric employee driven culture

David Bennett, Advisor/Expert - Branding, Stakeholder Management and Corporate Culture, **Saudi Electricity Company**

10:00 **Session reserved**

10:30 **Networking break**

11:00 **Live awards part two**

12:00 **Customer pulse and appetite: A model beyond customer needs and expectations**

In pursuit of people happiness, the old science of customer service says if you discover people needs and expectations and work to meet them then you would eventually reach "people happiness".

The reality of customer service says that people's needs and expectation is actually a moving target and meeting these needs and expectations is not enough anymore to achieve people happiness.

Hence, the questions:

- How do we discover people's needs and expectations?
- What should we do after discovering the needs and expectations?
- Is discovering people's needs and expectations and meeting these expectations enough to make the people happy?
If not, what else do we need to do?
- What is customer pulse?
- What is customer appetite?
- How will customer pulse and customer appetite play a role in making our customers happy?
- What is the role of technology? What tools and techniques are available today to help discover customer needs, expectations, pulse and appetite?

This session will address all of the questions above and attempt to give pragmatic and real world answers along with a model developed to meet the goal at hand.

Ahmed Altarawneh, Senior Specialist - Customer Care Strategy, **Road and Transport Authority, Dubai**

12:30 **Big data for customer insights and management**

Big data allows you to predict and control customer behaviour achieving the highest goal of CEM. Few brands are able to do this but it allows them to offer an effortless CX by responding to your customers' individual needs and offering them these options before they even ask for them

Claire Drummond, Head of Customer Experience, **Emirates Islamic Bank**

13:00 **Networking lunch**

Insight presentations: We are hosting a series of "insight presentations" by industry leaders, covering the key CEM tools and trends. These interactive presentations will provide you with the knowledge and tools to incorporate actions towards enhancing your organisation's customer experience strategy. Learn about the elements you should be including into your CEM framework, even if they are traditionally out of your scope.

14:00 **CEM basics: The 4 pillars of customer experience**

Hany Mokhtar, Director of Customer Experience, **Zain KSA**

CEM strategy: The use of CEM in a multi stakeholder environment

Rimzie Ismail, **Aviation Expert on Marketing and CEM**

15:00 **CEM engagement: Engaging your organisation in the voice of the customer through smart technology enablement**

Adam Spence, Head of Customer Care and Experience, **Vodafone Qatar**

Customer culture: What it really means to be customer-centric and how it all starts with culture

Christian Eid, VP Marketing, **Careem**

16:00 **Closing remarks and end of conference**

Live awards and dinner

Tuesday, 27 September 2016

What are the live awards?

Unlike a conventional awards ceremony where the winners are predetermined by a panel of judges, the live awards are exactly that – a live process where you, the delegate, get to decide who should be awarded in each category based on the merits of the presentations.

**NOMINATIONS SUBMISSION
DEADLINE: 28 JULY 2016**

So how does it all work and who gets to present?

In the same way that you are making it easy for your customers, we are making it easy for you. The process is simple:

- ➔ **Step 1:** Companies should submit their nominations and motivations to present for the awards by the deadline date specified below
- ➔ **Step 2:** Our panel of judges will review each submission and decide on the top three submissions per award category. That is where the role of the judges ends and the role of the delegates begins
- ➔ **Step 3:** The top three per category will then be invited to present their case for the award live at the event in September, where the delegates will cast their vote immediately after each presentation session
- ➔ **Step 4:** Attend the awards ceremony at the end of conference day two to discover the winners – or in other words, the presentations that received the highest number of votes!

Why are we doing this? Mostly because YOUR VOTE COUNTS!

Not only is this a great opportunity to recognise industry best practice, but it is also a chance for you, as the delegates to participate in the awards process and decide for yourself what is industry best practice.

These awards will establish the Middle East's industry benchmark and provide an opportunity to truly celebrate and promote excellent customer service achievements. Winning this award is a true honour and success and allows organizations the chance to showcase to the industry and a wide array of customers your accomplishments and dedication to CEM.

What are the categories?

➔ **Best use of CEM technology**

This award recognizes the best adaptation of technology as a core strategy to improve the quality of customer service, the connectivity and efficiency of their systems and resource management. Buying a technology is the first step but the fundamental criteria to your success lays within its implementation.

➔ **Best digital experience**

This award recognizes the early adapters who are utilizing their digital media and channels for customer interaction and support to ensure the delivery of an exceptional customer.

➔ **Best social media strategy**

This award recognizes organisations who are leading the way in Omni-channel customer experience by seamlessly integrating social media as a strategic channel. Quickly developing and growing in importance this award is looking for sophistication. Social media can now be used to go beyond establishing a social media community, it is vital for customer interaction, brand promotion, customer loyalty, customer insights, marketing impact and self-services.

➔ **Best in-house CEM innovation**

This award recognizes the group of individuals who's customer centricity is a key priority throughout the company. Their innovations are successful in promoting continuous improvement, learning and personal development.

➔ **The people's choice award**

The people's choice award celebrates and promotes the highest level of customer experience across the Middle East. It represents the evident customer satisfaction that is being achieved by organisations that put their customers at the heart of their business and prioritise exceptional end-to-end customer experience.

➔ **Best CEM solution**

This award recognizes the best solution available to improve and implement the highest level of customer experience. This award will honour the innovation, sophistication and achievements of the solution.

Live awards and dinner

Tuesday, 27 September 2016

JUDGES:

1. Marc Karschies, Managing Partner,
Karschies, Ceron & Alred Consultants
2. Rimzie Ismail, Aviation Expert on
Marketing & CEM
3. Diane Magers, Chair of the Board,
Customer Experience Professional
Association
4. **You! The delegates**

**NOMINATIONS SUBMISSION
DEADLINE: 28 JULY 2016**

HOW TO SUBMIT AN AWARD NOMINATION?

- ➔ Visit www.cemuae.com and download the nomination form
- ➔ You must fill out a separate nomination form per award nomination, even if you are submitting the same nomination for multiple categories
- ➔ Please submit supporting documents separate to the nomination form to ensure your entry has every chance of succeeding
- ➔ All nominations must be sent at CEMAwards@iqpc.ae before the submission deadline

WHAT ELSE SHOULD I KNOW ABOUT THE AWARDS?

- ➔ IQPC and its partners hold no influence on the outcome of the awards. This is determined by the independent judging panel
- ➔ There is no cost to enter or submit a nomination
- ➔ If you wish to nominate for multiple categories you must submit separate nomination forms
- ➔ You may submit supporting documents for your nomination
- ➔ All information provided will remain strictly confidential unless advised otherwise
- ➔ Finalists will receive one complimentary pass for their company to attend the conference live award presentations and gala dinner only
- ➔ Nominations submission deadline is on 28 July 2016

SPONSOR AN AWARD

- ➔ If you are a solution provider, the awards ceremony will provide you with an excellent opportunity to be in front of the who's who in this industry. Make use of our strong marketing campaign to stand out amongst the crowd and reach out to top decision makers and professionals responsible for buying and influencing buying decisions.
- ➔ Email partnership@iqpc.ae today for details or assistance on the strategic sponsorship opportunities and packages that will give you unprecedented exposure before, during and after the awards ceremony.

Sponsorship and Exhibition Opportunities

IQPC has been hosting events developed for senior executives for more than 40 years. We serve businesses representing over 15 sectors at more than 1,700 conferences around the globe. Our client list includes corporations such as IBM, Cisco, Microsoft, Lockheed Martin, Boeing, Weatherford International, Halliburton, ABN AMRO, Deutsche Bank, GE, Siemens, BASF and Dow Chemicals, just to name a select few. Senior executives travel from around the world to our events looking to garner best practices and concrete solutions to assist them in improving their organisations. IQPC provides many different platforms for you to increase your market share, stay ahead of your competition, increase awareness to your target audience and position yourself as a key supplier for customer experience.

YOUR PLATFORM – GETTING YOUR MESSAGE ACROSS:

Because we know that each sponsor has a different message, business development goal and branding objectives, each sponsorship package is tailored to your corporate strategies. Though most sponsorship offers multiple levels and types of exposure, there are a few main ways for you to highlight your corporate strengths:

➔ 1 THOUGHT LEADERSHIP

As a sponsor at Customer Experience Management Middle East Forum, your company will gain second-to-none exposure to senior-level decision makers at the point in time that they are seeking solutions, information and systems for improving their firm's strategies. For a select few sponsors, you can build your reputation as a market leader through subject-specific presentations, workshops and focus days. This highly selective sponsorship allows your firm to establish tremendous capability and expertise in your specialty as well as highlight successful work completed with your clients.

➔ 2 PREMIUM BRANDING

We bring together buyers and suppliers for collaboration, networking and knowledge sharing. Branding is often a major initiative for our clients who are seeking to get the message out about their offerings. Build your company's brand and visibility in front of senior decision-makers in order to get shortlisted. As a sponsor, your company branding will appear alongside the global leaders associated with best practices in this field. Our dedicated marketing team will help you achieve your promotional aims in the months leading up to the conference. IQPC leverages multiple marketing channels including online, direct mail, email, press releases, media partnerships and social media to publicise the event and increase awareness about your participation to our extensive database, as well as through our network of partners.

➔ 3 FEATURED NETWORKING EVENTS

Networking and information sharing are two major aspects of our conferences and IQPC builds in many opportunities for sponsors to benefit from meeting industry leaders. Focused and high-level, our events will provide you with the perfect environment to initiate new business relationships, identify upcoming opportunities and achieve face-to-face contact that overcrowded tradeshows can not deliver. The exhibition area is designed to be the heart of the event – a place to network and share strategies with key decision makers. Sponsorship opportunities range from exhibition stands to sponsored lunches, cocktail receptions, gala dinners and a host of other branding opportunities.

Additionally IQPC offers a selection of sponsorship opportunities that enables our clients to increase their opportunity to develop new relationships during our events, including one-to-one meetings with clients to understand their challenges, requirements and opportunities.

DO YOU HAVE A PRODUCT OR SERVICE THAT OUR SENIOR DECISION-MAKERS AND INFLUENCERS NEED?

Customer Experience Management Middle East Forum offers you the perfect platform to showcase your solution to your target market and meet and network with senior-level decision makers who are leading the way in the industry

We specialise in providing business development, marketing and sales solutions that are tailored to specifically deliver on your business objectives. We pay patient attention to what our exhibition and sponsorship customers want, expect, need and value. Every sponsor wants to create customers, develop qualified sales leads, convert leads into sales and retain customers. Our tailored sponsorship packages help you to achieve these objectives.

If you would like more information on sponsorship and exhibition opportunities or to discuss which package will best help you achieve your objectives, please contact Leslie Daniel on +971 4 360 2800 or email partnership@iqpc.ae.



Exhibitor

silah

Networking sponsor:

Xceed

Roundtable sponsor
and partner

**CYBERCOM
GROUP**



Customer Experience Management

MIDDLE EAST SUMMIT 2016

Conference days:
26-27 September 2016

Grosvenor House,
Dubai, UAE

REGISTRATION

Event Code: 24032.003

Please complete in BLOCK CAPITALS as information is used to produce delegate badges.

Please photocopy for multiple bookings.

WAYS TO REGISTER

CALL: +971 4 360 2944 **EMAIL:** suresh.kumar@iqpc.com

CONFERENCE PRICES

Book and pay before 28 July 2016 and save up to US\$300!

Pricing for vendors and solution providers

Package	Standard Price	Dubai Business Women Council Price	You Save
2-Day Conference + Awards Dinner	US\$3699	US\$3329	US\$370
2-Day Conference	US\$3699	US\$2609	US\$290

Pricing for customer experience professionals

Package	Standard Price	Dubai Business Women Council Price	You Save
2-Day Conference + Awards Dinner	US\$1999	US\$1799	US\$200
2-Day Conference	US\$1999	US\$1439	US\$160

Prices are stated net of any applicable local taxes.

DELEGATE DETAILS

☐ Mr ☐ Mrs ☐ Ms ☐ Dr ☐ Other

First Name: Surname:

Email: Telephone:

Job Title: Department:

Organisation: Nature of business:

Address:

Postcode: Country:

Telephone: Fax:

Approving Manager: Training Manager:

Name of person completing form if different from delegate:

Signature: Date:

☐ I agree to IQPC's payment terms

If you have not received an acknowledgement before the conference, please call us to confirm your booking.

CREDIT CARD PAYMENTS

☐ By Credit Card

Please debit my credit card: ☐ Visa ☐ Mastercard ☐ American Express

Card No:

Valid From: Expiry Date: Issue Number:

Card Holder's name: Signature:

Card billing address: (if different from Co.address)

Country: Postcode:

GROUP BOOKING DISCOUNTS

» Group of 3+ save 10% off the standard price

» Group of 5+ save 15% off the standard price

» Group of 8+ save 25% off the standard price

For more information email:

suresh.kumar@iqpc.com

VENUE & ACCOMMODATION

Grosvenor House Dubai
Al Sofouh Road
PO Box 118500, Dubai
United Arab Emirates
Tel: +971 4 3998888
Website: www.grosvenorhouse-dubai.com

Hotel and travel costs are not included in the registration fee. For assistance in your travel and accommodation requirements, please refer to details below:

Room Reservations

Special / corporate rate for room accommodation is available in the hotel. You may contact the hotel directly as per the details above quoting IQPC Middle East or the name of the conference.

Flight Reservations

Contact Bindu Babu at SNTTA Travel & Tours LLC Dubai.

Email iqpc@snttadubai.com

Tel + 971 4 282 9000

Fax + 971 4 282 9988

Online www.sntta.com

Please book at the earliest for your convenience.

CONFERENCE DOCUMENTATION

If you cannot make the conference, you can still access all presentations delivered throughout the conference days for just US\$450, post event. Contact us on +971 4 364 2975 for further details.

IQPC'S STANDARD TERMS AND CONDITIONS

PAYMENT

- Payment is due in full at the time of registration and includes lunches, refreshments and detailed conference materials. Payment prior to conference is mandatory for attendance.
- Your registration will not be confirmed until payment is received and may be subject to cancellation.
- If a booking is received 10 working days before the conference a credit card number will be required to confirm your place, likewise if full payment has not been received before the conference date.
- Any respective payment charges to be borne by the payer. Please ensure that IQPC receives the full invoiced amount.

DISCOUNTS

- All 'Early Bird' Discounts require payment at time of registration and before the cut-off date in order to receive any discount.
- Any other discounts offered by IQPC (including team discounts) require payment at the time of registration.
- Discounts cannot be combined with any other offer.

CANCELLATION, POSTPONEMENT AND SUBSTITUTION POLICY

- You may substitute delegates at any time by providing reasonable advance notice to IQPC.
- For any cancellations received in writing not less than eight (8) days prior to the conference, you will receive a 90% credit to be used at another IQPC conference which must occur within one year from the date of issuance of such credit. An administration fee of 10% of the contract fee will be retained by IQPC for all permitted cancellations. No credit will be issued for any cancellations occurring within seven (7) days (inclusive) of the conference.
- In the event that IQPC cancels an event for any reason, you will receive a credit for 100% of the contract fee paid. You may use this credit for another IQPC event to be mutually agreed with IQPC, which must occur within one year from the date of cancellation.
- In the event that IQPC postpones an event for any reason and the delegate is unable or unwilling to attend on the rescheduled date, you will receive a credit for 100% of the contract fee paid. You may use this credit for another IQPC event to be mutually agreed with IQPC, which must occur within one year from the date of postponement.
- Except as specified above, no credits will be issued for cancellations. There are no refunds given under any circumstances.
- IQPC is not responsible for any loss or damage as a result of a substitution, alteration or cancellation/postponement of an event. IQPC shall assume no liability whatsoever in the event this conference is cancelled, rescheduled or postponed due to a fortuitous event, Act of God, unforeseen occurrence or any other event that renders performance of this conference impracticable, illegal or impossible. For purposes of this clause, a fortuitous event shall include, but not be limited to: war, fire, labour strike, extreme weather or other emergency.

PROGRAMME CHANGES

- Please note that speakers and topics were confirmed at the time of publishing; however, circumstances beyond the control of the organisers may necessitate substitutions, alterations or cancellations of the speakers and/or topics. As such, IQPC reserves the right to alter or modify the advertised speakers and/or topics if necessary. Any substitutions or alterations will be updated on our web page as soon as possible.

YOUR DETAILS

- Please email our database manager at enquiry@iqpc.ae to inform us of any incorrect details which will be amended accordingly.