

CUSTOMER EXPERIENCE WORLD

CO-CREATION EVENT



IN CONJUNCTION WITH **co·create.**

19 MAR 2019 | MERCHANT TAYLORS HALL | LONDON

Dear CX Professional,

Co-creation is increasingly talked about as a means to enhance Customer Experience & Success. And it's a good call. Co-creation really does hold out the promise of excellent results ... but its rationale and value need first to be understood, and it needs to be carefully planned and executed. Launching into it without thinking about the basics can lead to frustration and expense.

That's why, at **Co-create**, we're delighted to be teaming with **Customer Experience World** to make this Co-creation Event available to you on Tuesday 19th March in the City of London. **We'd love you to be there.**

The first thing to say is that this is not just a regular conference – it's excitingly different:

2. Ahead of time, you'll receive **podcasts** featuring the expert speakers ...
3. ... which means that, on the day, we can all actually '**live the process**' to cover more ground than would otherwise be possible *and* give you some really valuable **learning-by-doing** experience. Then ...

1. ... after the event, you'll receive a **60-day FREE pass for the online Co-create Academy**, to enable you to get yet more practice and more insights through continuing conversation.

Throughout, you'll have access to world-leading expert contributors, including **Maarten Pieters** and **Olaf Hermans**. The point is, Co-creation involves two intimately interwoven threads: co-creation itself and relationship management.

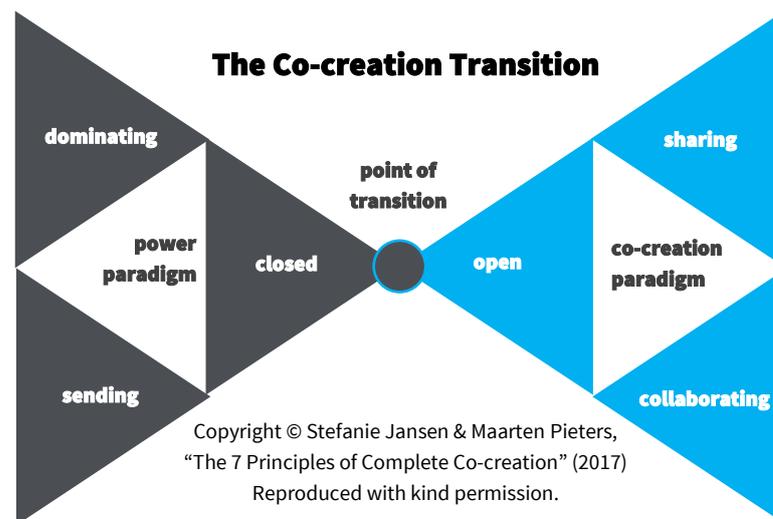
Maarten is a passionate 'Complete Co-creation' pioneer, and Olaf has revealed startling new insights into relationship modes and management.

You'll find more information about this Co-creation Event in the following pages. At CEW and co-create, we hope that, after you've skimmed through them, you'll decide to join us.

Sincerely
David Pinder
Partner, Co-create

Introducing Co-creation

The days when companies could control markets, and control the way things work, have gone – people are too interconnected for that. Now, more and more, firms need to move into real time operation. Which is where co-creation comes into play, particularly co-creation that includes end users (a.k.a. Complete Co-creation). In their book *The 7 Principles of Complete Co-creation*, Maarten Pieters and Stefanie Jansen depict the power shift as follows:



And define it like this:

“Complete co-creation is the transparent process of value creation in ongoing productive collaboration with, and supported by, all relevant parties, with end-users playing a central role.”

It’s a topic that fits hand in glove with the technologies (e.g. digitization, ecosystems, platforms) and drivers (connectivity, co-ordination and, yes, co-creation itself) now so comprehensively changing the shape of business. And at the heart of it all are some profound truths about the way these factors are redefining the nature of the *relationships at the Customer-Supplier Interface*.

The changes are non-trivial. An eight-year research project led by Olaf Hermans at Pennsylvania State University has proven that much of what we think about satisfaction and loyalty in customer relationships is built on shaky foundations. In fact, his work forces us to rethink the Satisfaction–Loyalty chain, considering Satisfaction, Trust, Commitment and Loyalty in a new way ... and with a hitherto unrecognised metric.

That’s why it makes sense for anyone working in Customer Experience or Customer Success (or, even, Marketing) to some time to investigate what’s going on here. Our Co-Creation Event is the perfect opportunity.

5 Reasons to Attend The Co-creation Event

GAIN AN UNDERSTANDING OF LATEST CO-CREATION THINKING

We all realize that the way things work at the Customer-Supplier Interface has changed and is continuing to change, but day-to-day pressures make it hard to find the time to keep it all into perspective. The CEW & Co-create Co-creation Event is your opportunity to do just that. Whatever your role in CX, it will help you to speak and act from a position of real leading-edge knowledge.

ENJOY THE GREAT VALUE OF THIS NEW-FORMAT EXTENDED CONFERENCE

Co-creation Event reinvents the idea of the conference, genuinely making it a co-creation forum. This gives you 2 key advantages. ONE: you get MUCH more for your investment: including pre-event materials followed by an event where you live the process, followed by 60-days FREE access to a Co-create online forum where you can continue the conversation. TWO: you get to relate the event subject matter directly to the challenges and opportunities you face in your organisation.

INTERACT DIRECTLY WITH OUR EXPERTS AND YOUR PEERS

At Co-creation Event you don't just have to sit and listen. There's opportunity to actively participate, to discuss, to clarify, to debate. And, of course, to network. You can participate in cross-industry, cross-functional discussions that will themselves demonstrate the silo-breaking power of co-creation.

DIRECTLY ADDRESS YOUR CHALLENGES & OPPORTUNITIES

As the Co-create Event progresses (remember, all delegates and vendors have 60 days free membership of a forum we create especially for you) you can hone your thinking, if you choose, down to elements that are specific to your business. This does NOT mean airing your secrets to everyone else: you choose what you focus upon.

LEARN BY DOING

In the Co-creation Event we use selected Open Space Technology and 'Unconference' techniques to give you some decision-making power over specific discussions. It means that we will address issues that are important to you.

PLUS, FOR VENDORS

No more leaving the conference and forgetting all the great contacts you have made: *Co-create* will support the follow-up with virtual webinars and summary briefs

No more offering solutions without understanding delegate needs: you are there as part of the co-creation event (under Chatham House Rules), so you help delegates define the solutions they need

No more delegates avoiding vendor stalls: you will get maximum networking time

No more, ignored post-event e-mails: we capture 'in the moment' needs and event follow-up

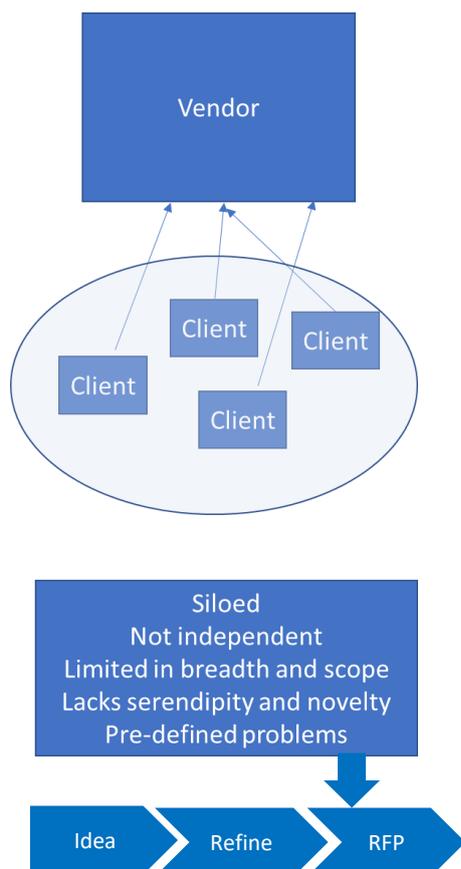
Resolving concerns

FAQs

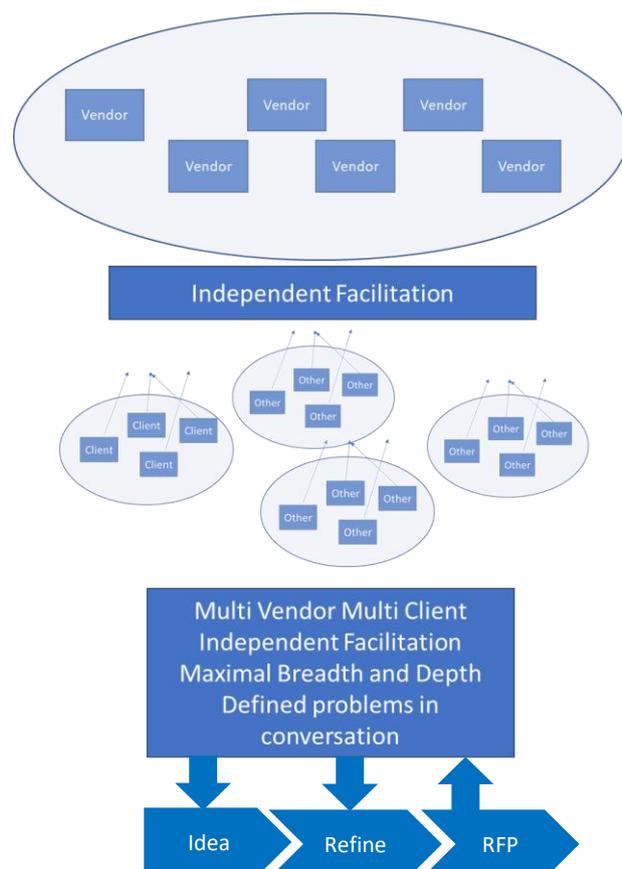
HOW IS THIS DIFFERENT FROM CO-CREATION THAT WE ALREADY DO?

Your organization may already run innovation labs, bringing different stakeholders together to investigate potential innovations. Aren't these co-creation sessions? Not in the way that we define co-creation. Rather they are facilitated workshops where the aim is NOT a two-way conversation but more about 'How can we have a closed conversation to sell more?' By contrast, we think of Co-Creation in terms of genuine two-way conversations bringing customers and suppliers (in this case) together. This fits with how ecosystems in business are coming together (e.g. Mobility) and is more about creating opportunity. A facilitated workshop is more about RFP generation and does little to engage. The Co-Creation Event is more about relationship building and focuses on ideas' creation and refinement. We support RFP generation post event.

FROM THIS ...



TO THIS ...



CUSTOMER RELATIONSHIPS? WE ALREADY HAVE THEM SO WHAT'S NEW?

Traditionally, Customer Relationships have focused exclusively on transactions. We treat Customer Relationships more as, well, relationships: two-way and more broadly defined. This enables opportunities to be identified and acted upon for and by both parties. And we can demonstrate the effectiveness of this approach by reference to properly conducted and validated research.

Understanding this will help you:

Know what to do

- 1) to maintain a strategic open line of communication and co-creation with every single entity you serve
- 2) to make your offerings and interactions innovative, relevant, durable, relational and desirable
- 3) to take steps towards promoting / piloting a 'co-creative organisation' proof of concept in your business

Know why to do it

- 1) to unlock (initiate / amplify) value from co-creation
- 2) to accelerate productivity growth through relationships

Know how to do it

- 1) to tackle the siloed organization and opportunistic behaviours
- 2) to solve the 'dead wood' challenge: the 80% fade-out, fall-out, burn-out, and drop-out currently reported in the customer and employee engagement domain
- 3) increase employee collaboration and satisfaction for everyone
- 4) stay relevant and ahead of the competition

HOW DOES THIS WORK FOR VENDORS?

Some vendors express concerns about the benefits they will receive. After all, they say, won't such an open forum mean that vendors risk sharing some of their secret sauce with other vendors? Well, they certainly **do not have to**. Our experience shows that early discussion is around high-level issues: for example, topics such as 'How can we get support from our C-suite?' and 'What new technological elements are helping improve the Customer-Supplier Interface?' Here, vendors can contribute at a high level. Later, during the online forum period, having understood some possible solutions, delegates may wish to dive deeper on a more one-to-one basis, but the information that vendors provide at that stage is entirely within their control and not open to competitors.

About the event

CEW & co-create Co-creation Event

Date: 19th March 2019

Venue: Merchant Taylors' Hall, 30 Threadneedle Street, London EC2R 8JB

Programme:

8.30 – 9.20	Networking breakfast and sign in
9.20 – 9.45	Introduction to the event
9.45 – 10.15	Maarten Pieters on Co-creation
10.15 – 10.45	Identification of your key issues & process outline
10.45 – 11.05	Coffee
11.05 – 12.50	Round 1 discussions & feedback
12.50 – 14.00	Networking lunch
14.00 – 14.30	Olaf Hermans on Relationships
14.30 – 15.30	Round 2 discussions & feedback
15.30 – 16.15	Experts Q&A and Next Actions
16.15 – 17.00	Networking drinks