

Bio: Graeme Brand (Barclays)



Graeme Brand – Regional Digital Eagle, Barclays Bank. Graeme works in collaboration with Business Relationship Managers in the North West and North Wales area, speaking at events around a range of topics including Cyber-Security. Working for Barclays for 7 years, Graeme has presented at many events throughout the North West and will cover the threats that you face as a business about cyber-crime.

Keynote Speech: Cyber-Crime - Mitigation

With cyber-crime in the news on an almost daily basis it is important to understand how you can take steps to protect both yourself and your business from these threats. One of the Barclays Business Digital Eagles will help you to understand what threats exist and some steps you can take to help protect yourself. Areas such as social engineering, phishing, malware, ransomware and impersonation fraud will be discussed. Common types of cyber-attacks will be illustrated together with controls that can be used to reduce exposure to a cyber-attack and also information on the help that is available.

Bio: Chris Lowe (Shopper Anonymous)

Chris Lowe is a Director of Shopper Anonymous and an expert in customer service. His business means that he supports change and development in a wide range of organisations and sectors from universities, to opticians, to law firms!

Chris has vast experience working with independent businesses to improve their customer service and influencing skills. He identifies best practice from all sectors so that the most impressive and more unique customer journeys are shared with his clients. His goal is to support his clients to differentiate them from their competition so that they stand out in their locality.

Chris spends a significant amount of time delivering training in customer service and selling skills. His previous role as Associate Director of Sales for Shire Pharmaceuticals, a FTSE 50 company, allows him to identify the key issues in organisations. There is nothing he likes more than helping his clients to improve their business performance.

Keynote Speech: Your Customers – Love them or lose them!

With more and more businesses aiming to differentiate themselves on customer experience, it is becoming even more important that organisations demonstrate that they care about their clients throughout the full customer journey. We spend a fortune on marketing to increase the number of enquiries and generate interest, but how often do we focus on maximising the initial contact and making an exceptional first impression.

Chris plans to present anonymised results from mystery enquiries/experiences carried out in local businesses. Some of the businesses are likely to be in the audience! He will identify what they did well and also what they could improve to have a significant impact on their business. He will also provide some simple ideas that could be implemented in any business to enhance customer experience.