

9:00 - 9:30 Registration & Welcome Coffee

FIRST SESSION 9:30 - 12:45 SWIFTLY ADAPT

10:45 – 11:15 Coffee break

Does CX Still Exist? | Opening

Mădălina Vilău, CEO @Marketing Insiders Group

Dan Mazilu, Owner & General Manager @Mediatel Data

Real Talk: AI inside Google Marketing - Measurement Creative & Media | Case Study

Doina Costache, Regional Director Central & Eastern Europe @Google

Mediatel Data CX - A Journey of Innovation and Collaboration | Demo

Dan Mazilu, Owner & General Manager @Mediatel Data

Adrian Mîndreanu, CX & Product Manager @Mediatel Data

Transforming the customer experience in the automotive industry | Demo

Alfred Bacos, Manager Customer Support @BMW Group Romania

Employees first. Customers second. The Secret Engine behind this Magic | Talk

Roxana Mihaş, Mindset & Team Coach

The Sustainable Way of CX | Case Study

Florina Dobre, Chief Executive Officer @Bringo Romania

Research Digital Culture Trends (Insights from Digital Evolution Study) | Research

Julien Zidaru, Managing Partner @Exact Business & Solutions Founder @Design Thinkers Academy EE

Adriana Muscalu, Senior Research & Business Consultant @Exact Business Solutions

12:45 – 13:45 Lunch & Networking

SECOND SESSION 13:45 - 15:15 DEEPLY CONNECT

15:15 – 15:45 Coffee break

The Use of GenAI in CX | Case Study

Anca Cîrştian, Head of Automation & Simplification @Orange

Walk Run & Fly with Genesys Cloud | Case Study & Demo

Eleni Poulimenea, Senior Solutions Consultant @Genesys SEI

Biljana Bakoc Jovanovic, Head of CX Department @Mozzart Serbia

The Future of CX in an AI-driven World | Panel Discussion

Daniel Mereuță, Vice President @TDCX

Ela Banu, Director, Head Of Operations @ING Romania

Raluca Nicolaescu, Marketing Leader & Communications Strategist

Andrei Călin, Sr. PM Digital Development & Innovation @OMV Petrom

THIRD SESSION 15:45 - 18:30 CX SPARKS & NETWORKING STARS

How We Lost Our Human Touch in a Transactional World | Talk

Isabella Brănişteanu, Founder @Thinkgie

Award-Winning Global Campaigns CX, Innovation & Insights from Cannes Lions | Case Study

Teodora Migdalovici, Founder @The Alternative School

7-day Egypt Getaway Raffle by our Adventure Partners AnimaWings & Christian Tour

16:45 - 18:30 CX CHAMPIONS COCKTAIL

Forum Moderator: Andrei Călin

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9:00 - 9:30 Registration & Welcome Coffee

FIRST SESSION 9:30 - 14:00 CX IN REAL LIFE

11:05 – 11:30 Coffee break

Welcome Back: Key Insights for Day 2 | Opening

Crowdsourcing for CX Design & Business Re-engineering | Case Study

Andrei Călin, Sr. PM Digital Development & Innovation @OMV Petrom

Reinventing business and customer engagement, powered by AI | Talk

Mihaela Apostoleanu, Director EMEA Customer Success Account Managers @Microsoft

The Pitfalls of Implementing AI | Case Study

Alin Roșca, CEO & Founder @RepsMate

Transforming Operations, Elevating Experience: From Legacy to Innovation | Case Study

Lorena Călin, Europe Contact Center CX & Social Media Manager @Philips Domestic Appliances

Future Consumers - Trends & insights | Talk

Diana Stafie, Strategic Foresight Consultant & Founder @Future Station

TBD | Case Study

Lachezar Gavrilo, Product Manager @Coca-Cola Hellenic

Innovate CX - Startup Pitch Session | Panel Discussion

Delia Necula, Business Mentor & Angel Investor @InnovX

Philippe Volto, CEO @Dateligens Systems

Antonia Dumitru, Co-founder & CEO @Irisphera

Ciprian Cazacu, Co-founder & CEO @easySales

13:30 – 14:30 Lunch & Networking

SECOND SESSION 14:30- 16:30 CX-POWERED WORKSHOPS

Use Your EMPLOYEE EXPERIENCE to Transform CUSTOMER EXPERIENCE | Workshop 1

Rethink your CX approach from the inside out.

Corina Neagu, International HR Strategist, Trainer, EMCC Senior Practitioner, Mentor & Coach @DARE

Reframing the Problem for CREATIVE Solutions. | Workshop 2

Reimagine challenges with innovative thinking.

Julien Zidaru, Managing Partner @Exact Business Solutions, Founder @Design Thinkers Academy EE

Adriana Muscalu, Senior Research & Business Consultant @Exact Business Solutions

Put the CARE Back in Customer Care | Workshop 3

Turn customers into brand ambassadors.

Mădălina Vilău, CX Advisor & CEO @Marketing Insiders Group, Founder @Care Academy

Raluca Păduraru, CX Business Consultant, Coach & Facilitator @Marketing Insiders Group

16:30 - 17:00 NEXT STEPS FOR AN AWESOME CX

Forum Moderators: Mihaela Apostoleanu & Andrei Călin

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