



# CUSTOMER & EMPLOYEE EXPERIENCE INTERNATIONAL CONFERENCE

— 30.05.2024 —

DoubleTree by Hilton

## AGENDA

### SPONSORS



# CONFERENCE

## Agenda



08:00 AM - 09:00 AM



**REGISTRATION**  
NETWORKING & COFFEE

9:00 AM - 9:15 AM

### WELCOME NOTE



**HRISTINA VELKOVSKA**, President of MACEX

9:15 AM - 09:35 AM

### WHAT IS EMPLOYEE EXPERIENCE AND HOW CAN YOU OPERATIONALISE IT?



**CHRISTINA DOLDING**, The Colleague and Customer Experience Company, United Kingdom

09:35 AM - 09:55 AM

### INTERNATIONAL BEST PRACTICES EXAMPLE: DRIVE CX COMMUNITY TO ENHANCE CUSTOMER EXPERIENCE



**BARBARA BAMINGER**, Head of Experience Management and Transformation, A1 Telekom Austria AG

09:55 AM - 10:15 AM

### BRINGING COLLEAGUES ALONG FOR THE JOURNEY! A GUIDE TO ENSURING EVERYONE WITHIN YOUR ORGANISATION IS ONBOARD WITH CUSTOMER EXPERIENCE



**SCOTT LEE HOLLOWAY**, Voice of the Customer Manager at APS Bank, Malta

10:15 AM - 10:35 AM

### BEE SUPPORTIVE IN SUPPORTIVE LEADERSHIP



**ALEŠA MIŽIGOJ**, CEO & Owner at Medex, Slovenia

10:35 AM - 10:45 AM



**QUESTIONS & ANSWERS**

10:45 AM - 11:15 AM



**COFFEE BREAK**

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## Agenda



11:15 AM - 12:00 PM

### PANEL: ELEVATING CUSTOMER AND EMPLOYEE EXPERIENCE: STRATEGIES AND APPROACHES



**HRISTINA VELKOVSKA**, Moderator  
Founder of VITA INSTITUT & President of MACEX



**ARDIAN BEHLULI**  
Corporate Governance Coordinator -  
Maliqi Group and General Manager -  
Enternet



**DR LULZIM ADILI**  
Country Manager at Novo Nordisk  
Kosovo, Facilitator, Speaker Coach  
and Leadership Consultant



**KETI ANGELKOVSKA**  
Commercial Director at KOLA



**BILJANA MISIK**  
CEO at iute Macedonia

12:00 PM - 12:30 PM

### BUILDING BRANDS FROM INSIDE OUT: HOW TO CREATE HIGH-PERFORMING BRAND... TO LAST!



**DR. DIMITRIOS V. NIKOLAIDIS**, CEO Embryolab IVF Fertility Clinic Thessaloniki, Greece

12:30 PM - 12:50 PM

### WHICH LEADERSHIP CHANGES/CHALLENGES GENERATION Z BRINGS TO WORKPLACE?



**MONIKA LAPANJA**, Director of the Center of Business Excellence at Faculty of  
Economics, University of Ljubljana, Slovenia

12:50 PM - 1:10 PM

### THE MACEDONIAN BLUEPRINT FOR EMPLOYEE EXPERIENCE SUCCESS



**DR. ANDREJA KODRIN**, CEO of Quintaum – Diagnostics for Sustainable Leadership  
and Resilient Organizations, Slovenia

1:10 PM - 1:20 PM



QUESTIONS & ANSWERS

1:20 PM - 2:20 PM

### NETWORKING AND LUNCH



BUFFET LUNCH



COFFEE

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2:20 PM - 3:10 PM

### PANEL: CULTIVATING A CULTURE OF ENGAGEMENT: FOSTERING MEANINGFUL CONNECTIONS BETWEEN CUSTOMERS AND EMPLOYEES



**ELENA PANOVA**, Moderator

Marketing & Digital Transformation Director at AI Makedonija & Founder of MACEX



**ALEKSANDAR MANEV**

CEO at Croatia osiguranje



**MARIJA DUKOVSKA PAVLOVSKA**

General Manager of MAKSTIL



**DOJRANKA**

**ANASTASOVSKA CVETKOVSKA**

Chief Human Resources Officer at Replek



**ARION RIZAJ**

Founder & CEO HumanPower and KosovaJob

3:10 PM - 3:30 PM



**COFFEE BREAK**

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3:30 PM - 3:50 PM

### ARTIFICIAL INTELLIGENCE IN CUSTOMER AND EMPLOYEE EXPERIENCE



**ILIJANČO GAGOVSKI**, General Manager at PrymApps

3:50 PM - 4:10 PM

### EMPLOYEE EXPERIENCE – THE IMPORTANCE OF MENTAL HEALTH AT WORK



**DAFINA KIRBY**, General Manager of Kirby Coaching, United Kingdom

4:10 PM - 4:30 PM

### TAKING CONTROL OF EMPLOYEE EXPERIENCE!



**DRAGAN DJORDJEVIC**, Country lead at Customer and Employees Experience Association of Serbia

4:30 PM

### CLOSING THE EVENT



**HRISTINA VELKOVSKA**

Founder of VITA INSTITUT & President of MACEX