

AGENDA

Building a Foundation of Trust : Is trust your missing metric?

Executive Luncheon

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**BUILDING A FOUNDATION OF TRUST : IS
TRUST YOUR MISSING METRIC?**



May 21, 2026

1:00 PM-3:30 PM

Central European Time

In a digital-first world, efficiency is no longer enough to keep customers loyal. The real differentiator? Trust. When customers trust a brand, they engage more deeply, stay longer, and provide clearer feedback. But how do you design for trust in an increasingly AI-driven customer experience landscape? Join AWS and Zoom on May 21st in Madrid for an exclusive and invite-only intimate CxO lunch with your industry peers, where we will be having in-depth conversations around the intersection of creativity, strategy, technology and customer confidence. You will learn: How to leverage the "Trust Dividend" for higher customer retention Why creative leadership is essential to simplifying complex customer journeys Strategies and how to leverage AI-driven CX technologies for maintaining authenticity at scale

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