

## Exclusive Workshop with Influential Tech Leader Up for Grabs at TOPdesk SEE

Thursday 27 May, 2021

Six lucky TOPdesk SEE attendees will win the chance to attend an exclusive 'Journey Mapping Masterclass' with Annette Franz for free! Named as one of "The 100 Most Influential Tech Women on Twitter" by Business Insider, Annette is CEO and Founder of CX Journey Inc.

London, UK – May.27 2021 – The organisers of the global technology event TOPdesk SEE have announced that attendees will be in with the chance of winning an exclusive workshop with internationally recognised author and customer experience expert Annette Franz. By signing up and joining the **free virtual event on Tuesday 15<sup>th</sup> June 2021 from 13:30-17:30 (CEST)**, attendees will be entered into the prize draw.

Named one of "The 100 Most Influential Tech Women on Twitter" by Business Insider, Annette's tailored journey mapping workshop focuses on establishing a future-proof customer experience strategy for service departments.

Alongside the opportunity to win the exclusive prize, TOPdesk SEE – which will delve into customer happiness, decoded – has a line-up of world-renowned speakers, surprise first-class entertainment, and case studies from several famous brands.

Mathematician **Hannah Fry** will be taking to the stage to discuss artificial intelligence and how we can use it to our advantage. **Duncan Wardle**, former Head of Innovation & Creativity at Disney, is hosting a session on using creativity to adapt to the modern world. And TOPdesk CEO **Wolter Smit** will be delving into the DNA and culture of his company, and where it's heading in the future.

Attendees can also expect to hear talks from **Nandos**, **Anglia Ruskin University**, and **PinkRoccade** on their service delivery and customer experience journeys.

Click [here](#) to learn more about the event and to sign up for free!

### About TOPdesk SEE

An annual event, TOPdesk SEE brings together thousands of service professionals aiming for IT service excellence to get inspired, connect, and learn.

This year, on 15<sup>th</sup> June 2021, the TOPdesk Service Excellence Experience is a live, interactive, online event. Expect to listen to live talks from world-renowned speakers, engage with expert panels and get tips and tricks from IT service excellence specialists.

Hosted by TOPdesk, a global technology organisation that develops, implements, and supports an Enterprise IT Service Management solution. TOPdesk has 15 branches worldwide: in UK, USA, Canada, Brazil, the Netherlands, Belgium, Germany, Hungary, Denmark, Norway, and Australia. Visit [www.topdesk.co.uk](http://www.topdesk.co.uk) for more information.

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TOPdesk SEE :: TOPdesk :: Annette Franz :: Nandos :: Anglia Ruskin University :: PinkRoccade :: Duncan Wardle :: Disney :: Hannah Fry :: Wolter Smit ::

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