



Collaboration Network

www.collaborationnetwork.co.uk

Financial Services Trust Seminar

8th May 2025 | Leonardo Royal Hotel London City, 8-14 Cooper's Row, London EC3N 2BQ

In Association with



Aptean Respond
Complaints Management



Agenda

- 08.45 Registration & Welcome** Tea / Coffee / Pastries for Delegates
- 10.00 Welcome Address**
Will Archer & Mark Bailey, Directors & Co-Founders, Collaboration Network
- 10.15 Keynote Talk: An Update and Overview from the Financial Conduct Authority**
The Financial Conduct Authority
- 10.45 Case Study: Embedding Trust for Vulnerable Customers**
Emma Kaye, Customer Support Manager – Vulnerability Lead Aviva
- 11.15 Power Talk: Understanding why Consumers Struggle to Trust in 2025**
Professor Moira Clark, Henley Business School
- 11.45 Refreshment Break** - Morning Tea/Coffee
- 12.15 Case Study: Building Trust into the Digital Journey & Customer Experience**
Laura Dillon, Customer Care Manager – Complaints & Vulnerability, Atom Bank
- 12.45 Case Study: Building Trust in the Complaints Process**
Aptean Respond & Huntswood
- 13.15 Lunch Break** - Hot Buffet Lunch & Networking
- 14.15. Case Study: Stronger Together: Creating a Culture of Trust and Accountability for Customer Support**
Faye Byrne, Head of WPB Vulnerability Oversight & Supported Banking HSBC
- 14.45 Panel Discussion: Empowering Frontline Staff with 'Trust' to Achieve Good Outcomes**
Featuring Representatives from Shawbrook, Yorkshire Building Society, LV=, & Wise
- 15.15 Refreshment Break** - Afternoon Tea/Coffee
- 15.45 Fireside Conversation:**
Featuring James Daley of Fairer Finance, Charlotte Clark, Director at the Financial Conduct Authority & Rachel Lam, Ombudsman Director at the Financial Ombudsman Service
- 16.15 Case Study: Our Journey to Better Support Customers Impacted by Alzheimer's and Dementia**
Kathryn Jarvis from Rothesay & Laura Clark from Alzheimer's Society
- 16.45 Final Thoughts & Close of Trust Seminar**
- 17.00 Networking Drinks Reception**
- 19.00 Finish**

Collaboration Network Annual Partners

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