2026: AFRICA'S ANNUAL CONFERENCE PROGRAM

Conference Theme: Experience Management - Powering The Next Frontier of Service Excellence

DAY 1: WEDNESDAY, 15TH APRIL 2026 - TOPIC		SPEAKER /FACILITATOR
8:00AM 9:00AM	Registration	
	Official Opening address by the MC	**MC – Yafesi Musoke**
	Welcome remarks by the ICX Chair and introduction of Chief Guest	**Joseph Choge**, Chairperson, ICX Kenya, Board of Directors.
	Chief Guest Remarks	Governor, Kwale County - **HE. Fatuma Achani**
	Public Address	**Hon. Geoffrey Kiringa Ruku** – CS Public Service
	Bridging Public and Private Sector Partnerships for Enhanced Customer and Citizen Experience in Africa.	**Prof. Nura Mohamed –** Director General, Kenya School of Government
	Topic: From Intention to Impact – The Engine Behind Customer Centricity	**Stefan Osthaus,** President & Founder, The Customer Institute
TEA BREAK		
	Keynote Address: From CX to XM: Orchestrating Total Experience	**Dr. Toseef Din** CEO, MP Shah Hospital
	CEO Panel Discussion- Experience-Led Leadership: The Boardroom's New Mandate	• **Stephen Lokonyo** - First Assurance • **Dr. Toseef Din** - MP Shah Hospital) • **Nancy Njau** -Family bank • **Moderator: Diane Korir,** Director CX, Marketing & Branding – Britam
	Sponsor Remarks	**Riana**
LUNCH BREAK		
	AI in Experience Management: Reimagining CX with AI	**Platinum Sponsors – NTT Data & Eleveo**
	Group Discussion Sessions: Debate Session: • Employee Experience as the Engine of CX • AI as an Enabler, Not a Replacement	**Dr. Lucy Kiruthu -** Faculty Member, The CX Academy Africa **Paul Kitemu -** Faculty Member, The CX

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ICX
INSTITUTE OF CUSTOMER EXPERIENCE

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DAY 2: THURSDAY, 16TH APRIL 2026 - TOPIC		SPEAKER /FACILITATOR
8:00AM 9:00AM	Registration	
	Welcome address by the MC	**MC - Yafesi Musoke**
	Operationalizing CX: Enabling People, Process and Product Efficiency	**Saluja Indresh** Founder Xto20X, Ex-COO Acorn Holdings
	Brief on Partnerships & Workshops - Instructions on accessing workshop rooms	**Richie Sobayeni,** Director, ICX Kenya
TEA BREAK		
	Workshop Session 1: Reimagine CX with AI: From Vision to Execution	**NTT Data & Eleveo**
	Workshop Session 2: From Intention to Impact – The Engine Behind Customer Centricity	**Stefan Osthaus,** President & Founder, The Customer Institute
	Workshop Session 3: Measuring What Truly Matters in Experience	• **Akshay Shah,** Chief Technology Officer, Ajua • **Carol Gathuru,** Founder & Director - LifeSkills Consulting
LUNCH BREAK		
	Workshop Session 2: From intention to impact - The engine behind customer centricity	• **Stefan Osthaus,** President & Founder, The Customer Institute • **Njuguna Mburu,** Board Director, ICX
	Workshop Session 3: Measuring What Truly Matters in Experience	• **Akshay Shah,** Chief Technology Officer, Ajua • **Carol Gathuru ,**Founder & Director - LifeSkills Consulting
	Plenary wrap up & End of Day 2	**MC - Yafesi Musoke**

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DAY 3: FRIDAY, 17TH APRIL 2026 - TOPIC	SPEAKER /FACILITATOR
8:00AM - 9:00AM Registration	
Welcome address by the MC	**MC – Yafesi Musoke**
Panel Discussion: Proving the ROI of Experience Management – The Finance Grade.	• **Alma Olela** – Head of CX, Jubilee Health, • **Rosebella Abok** – Global CX Expert • **Anne Peace Alwala** – Vice President, Global Service Delivery, Sama • **Moderator: Sheila Mugusia** – Board Director, ICX.
TEA BREAK	
Panel Discussion: From Measurement to Movement: Turning Experience Insights into Action	• **Rebekah Zadok Mugisha** – Chair , CXPA Africa , Uganda • **Khwathelani Tshikovhi -** Head of Santam Experience – Santam, South Africa • **Kpunsa Mbinkar** – Founder & Director Africa CX Leaders Forum • **Moderator: Wavi Mungala**, Board Director, ICX.
The Experience Advantage: Leading with Purpose in a World That Remembers Everything	**Eddy Kimani –** Mental Wellness Speaker
Conference Reflections & Open Dialogue	**MC – Yafesi Musoke**
LUNCH BREAK	
2:00PM - 5:00PM **Excursion to Kongo River**	**Diani City Tour – Kongo River**
FROM 6:00PM - 8:00PM	**Cocktails at Diamonds Beach Hotel – Mnazi Beach**

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