

Customer Experience

Strategies Summit

WEST



Strengthen Employee Engagement | Optimize Online Experience | Master Social Media
Deliver Marketing Promise | Enhance Brand Engagement | Assess Customer Insights | Drive New Revenue

Tuesday, May 15th and Wednesday, May 16th, 2012 | Rosewood Hotel Georgia | Vancouver, BC

SOURCE strategies from world-renowned customer experience leaders:



Michael Starr,
Managing Director,
Strativity Group, Inc.



Nancy Richardson,
Director of Digital Guest Experience,
Lululemon Athletica



Scott Allison,
Vice President of Canadian Operations,
Marriott Hotels & Resorts



Vicky Stennes,
Vice President of Inflight Experience,
JetBlue Airways



Royce Chwin,
Vice President of Marketing,
Travel Alberta

Benefit from these 14 inspirational visionaries:

- Lululemon Athletica
- Starbucks Coffee Canada
- Marriott Hotels & Resorts
- JetBlue Airways
- Travel Alberta
- Best Buy Canada
- Vancity
- TransLink
- VIA Rail
- Loyalty One | AIRMILES
- Manulife Financial
- Mulberry Consulting
- TELUS
- Strativity

Hear from inspiring leaders and take away these 10 KEY BENEFITS:

- Advance** online experience and improve customer engagement
- Uncover** the future of customer experience models and strategies
- Master** social media channels to drive better customer experiences
- Align** employee engagement with customer engagement
- Devise** a clear framework for your customer experience plan
- Enhance** brand engagement at every touch point
- Embed** a strong customer experience culture
- Deliver** your marketing and branding promise to all stakeholders
- Profit** from multi-channel customer insights
- Build** a strong tactical blueprint to create a phenomenal contact centre

Platinum Sponsor and
Cocktail Reception Sponsor:



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Benefit from a NEW WAVE of “Customer Experience Strategies”

that is sweeping marketing and customer service departments

Don't be left behind!



Source practical strategies from leading blue chip and Fortune 500 companies

on how you can engage your employees, succeed online, and deliver your customer experience promise across all touch points.

Incorporating customer experience excellence is becoming an imperative business strategy. It is not simply customer service but rather a new philosophy that brings departments together to build customer loyalty through engaging, branded experiences. Maximize your revenue through new business and customer retention in this increasingly social and digital marketplace.

Customers of the 21st century are savvy, wired and always changing. Opportunities are abound for those who deliver premium customer experiences.

This event will show you how to establish customer experience excellence as a core business strategy. Bring together all departments to boost your reputation and increase customer retention. Exceed your customers' expectations, stand out from your competition and drive new sales!

Engage with world-renowned speakers in dedicated, interactive Q & A sessions. Take away tips and tactics from these top AWARD WINNERS across leading industries in North America!

There is an urgent need for change in both PUBLIC and PRIVATE organizations in putting citizens and customers first.

This is a time of **incredible change** in the customer experience arena; you do not want to be behind the curve!

Your next step: This conference!

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2. Starbucks Coffee Canada
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10. Loyalty One | AIRMILES
11. Manulife Financial
12. Mulberry Consulting
13. TELUS
14. Strativity

Emulate their success. Learn from their challenges in setting up the framework for customer experience initiatives. Establish your organization as the next leader!

Our conference differentiators:

1. Practical case studies from leading corporations across all industries
2. Industry-vetted, highly requested speakers
3. Presentations from AWARD WINNING companies
4. Limited number of participants to facilitate quality face-to-face interactions

Share experiences, exchange ideas, and procure effective strategies! With unparalleled access to experts and industry peers, this is your most valuable networking opportunity.

Register Today – Space Is Limited and Sure To Sell Out

Don't miss your chance to participate in these critical discussions and to network with the leaders in this rapidly growing field. Register for our limited spaces by calling 1-866-298-9343 or emailing registrations@strategyinstitute.com today.

This event is for the Private and Public Sectors

HEAR from leading blue-chip companies from across North America.

Attend this high-level summit specifically designed for the following:

Financial Services, Retail, Telecom, Hospitality, Transport, Utilities, Technology, Automotive, Pharmaceuticals, and Healthcare

CEO | CMO | Chief Customer Officer | VP/ Director of Customer Experience/ Strategy/ Loyalty/ Engagement/ Insight | Head of Marketing/ Brand/ Operations | Customer Care/ Service

- **Strengthen** your marketing promise and brand experience
- **Engage** employees and build a customer-centric culture
- **Devise** a strong framework for your customer experience model
- **Master** engagement strategies in social media

Municipal, Provincial, and Federal Government Departments; Universities, Utilities, Crown Corporations

President | EVP | Director/ Head of Customer Experience/ Marketing/ Operations/ Public Relations

- **Create** quality citizen experiences across multiple channels
- **Sharpen** your engagement skills with strong proactive strategies
- **Implement** best practices at your contact centre
- **Build** upon innovative trends in the future of citizen experience
- **Unravel** the secrets of driving citizen-centricity into your culture

CEM/ EFM/ VOC/ CRM/ Measurement/ Management/ Strategy Consultants, Software Providers, Marketing and Interactive Agencies, and Industry Stakeholders

Director/ VP of Sales/ Marketing/ Business Development | Consultant

- **Network** with top industry professionals
- **Connect** with key decision makers and million-dollar budgets
- **Be** shortlisted on RFPs
- **Identify** opportunities and trends in Canada
- **Drive** innovation and progress

PRE-CONFERENCE WORKSHOP

Monday, May 14th 2012 | 9:00 AM - 1:00 PM

Devise a Tailored Customer Experience Roadmap and Deliver YOUR Ideal Experience

Throughout the different stages of your organization's customer experience journey, how do you ensure that your initiatives are properly implemented and the experience you actually deliver is at the level it should be?

In this engaging, hands-on workshop, each participant will come away with customized solutions to their individual issues. Redefine your strategies and prioritize your processes in all aspects of customer experience with crucial insights on:

- Uncovering critical customer needs and incorporating them into your product and service design.
- Gaining key support for customer experience from senior executives.
- Optimizing employee engagement as a foundation for an exceptional customer experience.
- Turning dissatisfied customers into top promoters.
- Determining the right measurements for your customer experience.

This highly tailored session will provide detailed case studies and in-depth group discussions on refining your customer experience model, strategy, and delivery. If you are looking for specific, customized solutions to differentiate YOUR unique brand experience, this interactive session will provide you step-by-step instructions and prepare you for the upcoming challenges on your own customer experience journey.



Ginny MacDonald,
Founder, Principal,
Pointcross Consulting

Ginny brings extensive consulting experience in addition to 18 years of experience with CIBC and 9 years as a senior executive of the firm. Her roles have included President, CIBC Securities Inc. and President, CIBC Asset Management (combined assets of \$45 billion).

Pointcross partners with organizations to transform their culture, delivering a stronger, more consistent client and employee experience, resulting in accelerated sales growth.

Ensure Your Leadership with a Customized Sponsorship/Exhibit Package

By sponsoring this one-of-a-kind event, you can showcase your company as an industry LEADER. Ensure your presence is known. Select sponsorship packages are still available. To learn more, contact **Bill Lem at 1-866-298-9343 x 250**, or email **bill@strategyinstitute.com**.

DAY ONE

Tuesday, May 15th 2012

7:15 AM Registration and Continental Breakfast

8:15 AM Opening Comments From the Chair



Carol Borghesi,
Senior Vice President, Customers First Culture,
TELUS

8:30 AM Opening Address: Marriott Hotels & Resorts

Adopt the Emerging Trend of Creating the ULTIMATE Customer Experience to Differentiate Your Brand

Around the world, customers are expecting and demanding more from businesses and organizations. It is imperative to differentiate your brand in the global marketplace. Take away key strategies on:

- The role of a Customer Experience Officer
- Realizing the power of good experiences
- Evoking the right emotional response for customers to grow an attachment to your brand
- Incorporating experience building into your marketing strategies

Leverage unique, positive experiences to exceed customer expectations and differentiate your organization.



Scott Allison,
Vice President of Canadian Operations,
Marriott Hotels & Resorts of Canada

9:15 AM Case Study: Translink

Building a Strategic Framework to Improve Customer Experience and Ensure Business Sustainability

TransLink has recently developed a strategic plan to foster a Customer Commitment Philosophy at every stage of their business and achieve "Customer-centric Sustainability." Emulate their success and source strategies on how to:

- Build a customer-focused team that is recognized and accountable
- Identify successful initiatives and determine what is needed to improve customer satisfaction
- Align organizational improvements with operational efficiency to enhance internal effectiveness

Develop a robust model to improve customer satisfaction and support your enterprise vision.



Bob Paddon,
Vice President of Customer and Public Engagement,
TransLink

10:00 AM Mid-Morning Networking Break

Interact with conference speakers and fellow attendees. Secure new contacts and discuss your ideas!

10:30 AM Case Study: JetBlue Airways

Culture Is Service: Aligning Employee Engagement with Customer Engagement

From data analytics to front-line crew, JetBlue Airways' outstanding service to their customers is built firmly on the belief that what happens on the inside is reflected on the outside. With customer experience being one of its four core corporate strategies, JetBlue will share its story on its inside-out approach to improving service, such as:

- Motivating employees and aligning incentives with customer experience objectives
- Changing the internal perspective of customer experience
- Incorporating customer-centricity in everyone's decisions
- Eliminating barriers to delivering good service and driving organizational performance

Emulate JetBlue's successful engagement model and create the best customer experience from within your organization.



Vicky Stennes,
VP Inflight Experience,
JetBlue Airways (New York City)

11:15 AM Case Study: Vancity

How to Empower Your Employees as the Driving Force of Your Brand Experience

Through interaction and engagement with members and employees, Vancity aims to create a brand experience that will truly bring a unique way of doing business to life. Hear the compelling story of how it all started by first "getting the inside outside."

- Enhance your brand engagement through customer research
- Utilize every employee to strengthen brand authenticity
- Ensure that your brand drives the experience you want to create at every touch point
- Get your employees to drive social media activity and become your best ambassadors

Take away crucial insights on how to have your brand "lived" by your employees.



William Azaroff,
Director of Digital &
Community Engagement,
Vancity



Richard Seres,
Vice President of Marketing,
Vancity

12:00 PM Networking Luncheon

Join the conference speakers and your peers for a relaxing luncheon.

ABOUT STRATEGY INSTITUTE

Strategy Institute is an established leader in delivering timely knowledge and best practices in multiple industries for over 15 years. Our esteemed portfolio of conferences offers critical business intelligence to empower executives to stay competitive in rapidly evolving markets.

1:15 PM

Keynote: Strativity Group

Customer Experience Transformation – The Blueprint to Execution and Profitability

Years of product centricity established certain processes, behaviours and capabilities. This session outlines how to transform your organization, people, process, tools and culture into the new era of customer focus.

- The multi-disciplinary blueprint for customer centricity transformation
- Developing deeper insights of your customers’ needs
- Typical pitfalls you absolutely must avoid
- Igniting the power of your employees to create change

Transform cynics into believers, create confidence, and align your organization to complete your transformation.



Michael Starr,
Managing Director,
Strativity Group, Inc.

JUST RELEASED!

2:00 PM

Measurement Research Study: BC Stats

Measuring Employee Engagement to Improve Your Customer Experience Along the Service Value Chain

Strong employee engagement is critical to aligning your customer experience vision across department silos. Take away these steps to develop employee capacity for better experience:

- Measure the impact of employee engagement
- Identify and implement consistent measures of engagement across your organization
- Devise a framework that accommodates variables in experience type

Empower your employees and measure the benefits of improved customer perception.



Angela Matheson,
Manager of Research & Development, Surveys & Analysis, BC Stats,
Ministry of Labour, Citizens’ Services and Open Government,
Government of British Columbia

2:45 PM

Mid-Afternoon Networking Break

Interact with conference speakers and fellow attendees.

3:15 PM

Delivering on Your Marketing Promise through Customer Experience

Collaboration between marketing and client service departments is a fundamental, yet often neglected process in campaign launches. Bridge the divide and deliver what the other promises:

- Ensure the customer experience is factored into marketing messages and promises
- Deliver on the promises made – understanding, buy-in and empowerment
- Decide what needs to be changed – the message or the internal processes



Dawn Marchand,
AVP Communications and Brand,
Manulife Financial

4:00 PM

Case Study: Starbucks Coffee Canada

Delivering Your Brand Promise by Creating Inspired Moments in Each Customers Day.

Creating world class customer experiences has always been the foundation of the Starbucks brand. What are the key strategies in creating a brand customer experience? In this session Starbucks will share their exceptional brand journey from Mission to Customer Vision:

- How does Starbucks establish the vision and internal expectations for their brand experience
- Hear how Starbucks leads with Customer Service & empowers their partners to deliver inspired moments
- Discover how Starbucks Anticipates, Connects, Personalizes and Owns the customers experience
- Learn how you can fulfill your brand promise to customers



W. Colin Moore,
Regional Director of Vancouver,
Starbucks Coffee Canada

4:45 PM

Cocktail Reception

Unwind and mingle with the delegates and speakers at our exclusive end-of-the-day reception. Bring your business cards!

Sponsored by:



DAY TWO

Wednesday, May 16th 2012

10:45 AM

Enhancing Your Brand Experience through Building a “Journey Map”

Successful companies are able to identify systematically where their customers are “travelling” in their customer experience journey. Take away new strategies to find pain points and opportunities.

- Identify the key touch points and needs of customers
- Align and benchmark customer experience quality
- Analyze customer behaviour to drive experience improvements
- Explain measurements and data collection in the journey to stakeholders and translate customer experience into executive talk

Examine the complete picture of what your customers actually experience at your organization.

11:30 AM

Utilizing Your “Voice of Customer” Action Plan to Drive Innovative Customer Service

Ensuring that the customer is heard is often a complicated task, but crucial to understanding and anticipating customer needs. Take away key strategies on how to be the organization that actively listens.

- Ensure that all channels of communications are accessible and reliable
- Monitor points of interactions to create immediate impact through real-time response
- Operationalize customer insight to enhance experience on individual, local, regional, and national levels

Take your VoC program to the next level and turn customer insights into actionable strategies at your organization.



Syed Hasan,
President and CEO,
ResponseTek

12:15 PM **Networking Luncheon**

Join the conference speakers and your peers for a relaxing luncheon.

ABOUT THIS CONFERENCE:

Customer Experience Strategies Summit is a one-of-a-kind event held in Canada, bringing together customer experience executives and directors from multiple industries and departments across North America, to share strategies on delivering a superior experience. Building on the resounding success of the Customer Experience Strategies Summit in Toronto, the highly sought-after program is now coming to Vancouver, BC!

This prestigious summit provides an exceptional learning opportunity for customer experience executives to build knowledge, enhance decision-making and refine their business judgment. In an exclusive setting, senior executives connect with their peers in a rare opportunity to exchange ideas, best practices and insights.

7:30 AM **Registration and Continental Breakfast**

8:30 AM **Opening Comments From the Chair**



Carol Borghesi,
Senior Vice President, Customers First Culture,
TELUS

DIGITAL EXPERIENCE

8:45 AM **Case Study: Lululemon Athletica**

Leverage Digital Experience Management to Improve Customer Engagement and Strengthen Loyalty

As the digital landscape continues to evolve, it is imperative to keep pace with your customers. Find out how to break into the digital space and transform your online presence into a positive, memorable customer experience.

- Master the strategies of experience management across digital channels
- Avoid common mistakes in the creation of online customer experience
- Explore what makes a positive website experience

Strategize on how to construct compelling experiences that engage customers across all digital channels.



Nancy Richardson,
Director of Digital Guest Experiences,
Lululemon Athletica

9:30 AM **Case Study: Travel Alberta**

Connecting Your Brand with Customer Experience to Create Customer Intimacy

In their recently launched multi-platform branding campaign, Travel Alberta focuses on creating connections, experiences, and good memories for their customers. Travel Alberta will share their story of revitalizing their brand from a destination industry point of view.

- Engage customers and stakeholders to build brand awareness
- Drive ROI with multi-channel customer segmentation and research
- Analyze customer values and expectations to maximize satisfaction

Take away practical strategies on how to differentiate your brand and drive revenue.



Royce Chwin,
Vice President of Marketing,
Travel Alberta

10:15 AM **Mid-Morning Networking Break**

Interact with conference speakers and fellow attendees. Secure new contacts and discuss your ideas!

Next Generation Customer Experience Management: Measuring Customer Advocacy

From quality measurement to customer satisfaction, value, and loyalty, metrics in customer experience management have evolved over time along with changing market trends. What are the best practices in choosing the right metrics for your company in the current market landscape? In this session, gain critical insights on:

- Aligning customer experience measurement objectives with business performance objectives
- Overcoming key challenges in accountability and relevancy – are metrics helping you prioritize, are you achieving competitive advantage?
- CEM metrics that are sensitive to the impacts of brand favourability and social media on customer
- Ways that all metrics should link to the bottom line

Come away with a solid framework to ensure that your metrics directly align with business performance.



John Morton,
President,
Market Probe Canada

2:15 PM Peer-to-Peer Session

Customer Experience 2.0: Delivering on Your Customer Experience Promises

The perspectives of individual delegates and insights of speakers will be brought together for this exclusive exchange on strategies that worked and those that have not. Conference delegates will focus on two questions:

- What are the major obstacles in promoting customer experience excellence in your organization?
- How do you ensure your customer experience team is delivering on planned business benefits?

Take away valuable lessons from your peers in this unique interactive session.

MODERATOR:



David Hicks,
Chief Executive Officer,
Mulberry Consulting (UK)

3:00 PM Mid-Afternoon Networking Break

Interact with conference speakers and fellow attendees.

3:30 PM Case Study: AIRMILES

How to Enable the Optimal Customer Experience at Your Contact Centre

In their pioneering “Customer Experience Blueprint”, LoyaltyOne focuses on the fundamental concept of transforming a transaction to an emotional connection. Emulate LoyaltyOne’s outstanding success through:

- Making the best use of the enabling technologies to support your contact centre
- Deriving insight and customer value out of the contact centre
- Leveraging on analytics and empower your staff with customer data

Solidify your contact centre vision with the right technology and customer insights at your organization.



Sharon Stines,
Associate Director of Operations,
AIR MILES Reward Program

4:15 PM Closing Address: VIA Rail

Proactive Service Strategies to Ensure Quality Experience and Improve Your Bottom Line

Forward thinking can make a crucial difference in a competitive landscape. Explore the impact of proactive service on your bottom line and be a thoughtful, customer-ready organization.

- Anticipate customer needs and offer before they ask (or complain)
- Drive personalized experiences while streamlining business processes
- Utilize analytics to identify and resolve issues before they arise
- Ensure timely response and recovery

Leverage key strategies to improve customer satisfaction and operational efficiency at your organization.



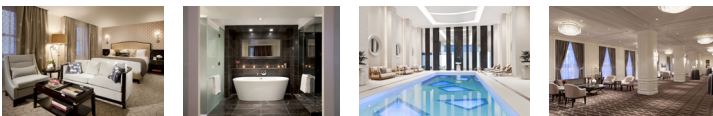
Denis Pinsonneault,
Chief Customer Experience Officer,
VIA Rail

5:00 PM Conference Adjourns



ROSEWOOD HOTEL GEORGIA

VANCOUVER



Book your accommodations by **Monday, April 23, 2012** to take advantage of the Strategy Institute rate of **\$255 per night** for a Deluxe Room with a King Bed. Book early to avoid disappointment. The room block will surely sell out! To make reservations please call **1-604-682-5566** or email at georgia.reservations@rosewoodhotels.com

First opened in 1927 in the heart of downtown Vancouver, Hotel Georgia came to be known as the city's most elegant retreat. The Georgian Revival structure welcomed a who's who of the entertainment world to British Columbia, including Elvis Presley, Nat "King" Cole, Katharine Hepburn, and British royalty.

Unveiled in July as Rosewood Hotel Georgia, the hotel is ideally located for business and pleasure. Within walking distance, one can visit Stanley Park with its seawall promenade and aquarium or experience the dynamic atmosphere of Robson Street and its high fashion boutiques.

801 West Georgia St., Vancouver | BC, Canada V6C 1P7 | 604.682.5566 | www.rosewoodhotelgeorgia.com

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ATTENTION MAILROOM: If undeliverable to addressee, please forward to:
Chief Customer Officer, CMO, VP/Director of Marketing/Operations, VP/Director of Customer Experience/Service/Care/Engagement/Loyalty, Director Contact Centre, Customer Engineering



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Please register this person for: **Customer Experience Strategies Summit West**

1 CONFERENCE PRICING

	SAVE \$250 <small>(register by Feb. 17)</small>	SAVE \$100 <small>(register by Mar. 16)</small>	REGULAR
Conference ONLY	<input type="checkbox"/> \$1,645	<input type="checkbox"/> \$1,795	<input type="checkbox"/> \$1,895
Conference + Workshop BEST VALUE	<input type="checkbox"/> \$1,940	<input type="checkbox"/> \$2,090	<input type="checkbox"/> \$2,190
Workshop ONLY	<input type="checkbox"/> \$ 395	<input type="checkbox"/> \$ 395	<input type="checkbox"/> \$ 395

HOW TO REGISTER

Phone: 1-866-298-9343

E-Mail: registrations@strategyinstitute.com

On-line: www.customerexperiencecanada.com

Mail: Strategy Institute
401 Richmond St. West, Suite 401
Toronto, Ontario M5V 3A8

2 CONTACT DETAILS

DELEGATE NAME: _____ **TITLE:** _____

COMPANY/FIRM: _____

ADDRESS: _____

CITY: _____ **PROV/STATE:** _____ **POSTAL CODE:** _____

TELEPHONE: () _____ **FAX:** () _____

MOBILE: () _____ **EMAIL:** _____

APPROVING MANAGER'S NAME: _____ **TITLE:** _____

Regular Investment: \$1,895 (Plus 13% HST)

The regular fee for the Customer Experience Strategies Summit is \$1,895.00 (plus 13% HST). This investment includes luncheon, reception, refreshments, networking breaks, continental breakfast, and original course materials. Payment is required in advance and can be made by company cheque, VISA, MasterCard, or American Express. Please make cheques payable to Strategy Institute Inc. and write the registrant's name on the face of the cheque.

Group Discount:

A Group Discount is offered for this conference. To be eligible for the GROUP DISCOUNT, delegates must register at the same time. The total discount per delegate (including applicable group discounts, etc.) must not exceed 25% of the conference cost.

Cancellations:

Cancellations must be received in writing by May 1st, 2012. You will be eligible for a prompt refund less a \$495.00 (plus HST) administrative fee. If you register for the program and do not attend, you are liable for the full registration fee unless you cancel according to the terms stated above. If you are unable to attend, delegate substitution is permitted up to, and including, the day of the conference.

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CONFERENCE CODE: 112012

Admission Policy: Strategy Institute reserves the right to restrict entry to the conference to any individual. Any such person requested to leave the conference site shall do so immediately upon request, whether previously issued a badge permitting entry. There is no refund payable with respect to anyone refused entry. Any information obtained at the conference cannot be relied upon for any particular set of circumstances, cannot be taken as professional advice or opinion. Attendees must consult with the appropriate professional before acting in response to information obtained at the conference. Evening Social Activities: Please drink responsibly. Strategy Institute shall not be liable for any consequential damages and/or personal injuries caused by excessive or irresponsible alcohol consumption.

MULTIPLE ORDERS: PLEASE PHOTOCOPY