



The 2011

Customer Experience Leadership Conference

Growth through Customer Loyalty: A C-Level Perspective on Building a Customer Centric Culture

March 23-24, 2011 / InterContinental New York Barclay
March 22, 2011 / Pre-Conference Workshops A & B
The Conference Board Conference Center



- Hear thought provoking case studies
- Gain high level insights from thought leaders and top CEOs on how to make your customers part of your strategic planning
- Learn practical tools to better implement and measure ROI of customer experience strategies

Presented with assistance from:



Benefits of attending

- Hear thought provoking case studies
- Gain high level insights from thought leaders and top CEOs on how to make your customers part of your strategic planning
- Learn practical tools to better implement and measure ROI of customer experience strategies
- Discover how social media and mobility are changing the customer experience
- Establish new ways to seamlessly integrate different customer channels

Who should attend

If you are exploring how to elevate your organization's customer experience, you should attend this important conference. You will hear from the leaders and learn both high level and practical tools on how to develop and implement new strategies that will help drive your business forward.

Previous participants of The Customer Experience Leadership Conference

AFLAC Inc.
American Management Association, Intl
American Express Company
Ann Taylor Stores Corporation
Bank of America
Brand Integrity, Inc.
Capital One Financial Corporation
Cargill Inc.
Caterpillar Inc.
CB Richard Ellis
Coach, Inc.
Discover Financial Services LLC
Disney Institute
Federal Express Corporation
Ford Motor Company
GlaxoSmithKline
GE Media Finance
Health First Health Plans
Hewlett Packard Company
Hilton International
Hyundai Motor America
John Deere
JPMorgan Chase
Kohler Co.
Merck & Co., Inc.
Microsoft Corporation

Nationwide Insurance
North Highland Company
Novantas LLC
Prophet
Quest Diagnostics
Rogers Communications Inc.
Sears Holdings Company
Sodexo
Starbucks Corporation
State Farm Insurance Companies
Taco Bell
Texas Instruments Inc.
The Coca Cola Company
The Beryl Companies
The Dun & Bradstreet Corporation
The Gallup Organization
Toyota Motor Sales, U.S.A., Inc.
UPS
Wachovia Securities, LLC
Wells Fargo & Company
Western Union Company
Whirlpool Corporation
Xerox Corporation
Yahoo! Inc.
Zale Corporation

Pre-Conference Workshops, Tuesday, March 22, 2011

WORKSHOP A: CONTINENTAL BREAKFAST AND REGISTRATION 8:30-9 AM

Let's Get Emotional! Designing Engaging, Branded and Emotional Customer Experiences

WORKSHOP A 9 AM-12 NOON

Satisfying the basic functional needs of your customers is not enough. Business leaders recognize that customer value perceptions are shifting from products and solutions to holistic experiences. And in both business and consumer markets, these experiences must be engaging, emotional and branded to stand out in today's noisy, recession plagued and hyper-competitive environment. In this dynamic workshop, you will learn how to use powerful customer experience tools including:

- Ideal Customer Experience – a method allowing your customers to help you design the ideal experience
- Brand Value Creator – a technique for understanding how to maximize brand value and share of wallet
- Insight2Action – a proven innovation workshop format to help your employees design new customer experiences based directly on customer experience research

Will Gordon, Senior Vice President, Synovate Brand and Communications
Synovate

WORKSHOP B: REGISTRATION 12:30-1 PM

Help! A Step-By-Step Guide to (re)Creating a CEM Strategy

WORKSHOP B 1-5 PM

Are you just starting on the customer experience journey? Or, having worked on CEM for a while, do you want to know what to do next? In this workshop, we will complete a customer experience diagnostic to determine current status along the journey and then build a roadmap you may take back to your organization.

In this inter-active session, you will:

- Diagnose your organization's current CEM situation
- Prioritize the actions you must take to improve customer experience
- Create a winning CEM strategy and roadmap

During both workshops, you will have a chance to network with and learn from other customer experience leaders. By the end of the day, you will be fully able to capture the most value from the remainder of the action packed conference!

John Carroll III, Senior Vice President, Synovate Customer Experience, **Synovate**

Call Customer Service at 212 339 0345

Wednesday, March 23, 2011

REGISTRATION AND CONTINENTAL BREAKFAST 7:45-8:30 AM

WELCOME AND INTRODUCTIONS 8:30-8:45 AM

Robert Reiss, Conference Director, **The Conference Board**

A 8:45-9:30 AM

Providing the Best Customer Experience

Teresa Laraba, Senior Vice President, Customer Services, **Southwest Airlines**

B 9:30-10:15 AM

Aligning the Organization with the Customer

For over 90 years Pitney Bowes has been a leader in innovation solutions for businesses. Murray Martin will share the CEO perspective on how to understand and anticipate customer needs and the CEO's role in aligning the entire organization around the customer.

Murray Martin, Chief Executive Officer, **Pitney Bowes**

NETWORKING REFRESHMENT BREAK 10:15-10:30 AM

C 10:30-11:15 AM

Creating Wow!

In this experiential talk, you'll witness how creativity works and how to bring it to your customers.

Steven Schussler, Founder, **Rainforest Cafe®**

D 11:15 AM-12:15 PM

Service is a Cultural Issue

Sharen Turney and Larry Senn (the father of 'corporate culture') have a dialogue sharing the inside story of how Victoria's Secret built an exceptional, customer centric, culture.

Sharen J. Turney, Chief Executive Officer, **Victoria's Secret**
Dr. Larry Senn, Chairman, **Senn Delaney**

LUNCHEON 12:15-1:30 PM

E 1:30-2:15 PM

How to "Hug your Customer"

Mitchell's stores have higher profits and arguably greater loyalty than any similar retailer in America. Jack Mitchell shares his unique philosophy of utilizing data, personalized touches and the other elements of the Mitchell family concept, "Hug Your Customer."

Jack Mitchell, Chief Executive Officer, **The Mitchell Family of Companies**

F 2:15-3 PM

Customer Loyalty Measurement is Broken—Let's Fix It!

What's the point of making a number go up if nothing changes in the real world? There is rapidly growing evidence that classic measures of customer loyalty like customer satisfaction, purchase intent and recommendation are weak predictors of business outcomes. Dr. Hofmeyr, the designer of many of the world's most utilized customer measurement systems, will explain the problems with current approaches and the simple changes leaders can make to improve their measurement, gain real insight, and drive business success.

Dr. Jannie Hofmeyr, International Director of Innovation, **Synovate Laboratories**

G 3:15-4:15 PM

A Case Study in Leading an Industry through Customer Focus

Griffin is an example of how to reinvent your organization to be an industry leader, even if you aren't the largest company. Griffin has used several strategies to be a leader of over 5,000 hospitals. You'll hear step by step how they became one of America's most admired companies.

Patrick Charmel, Chief Executive Officer, **Griffin Health Services Corporation**

H 4:15-5 PM

Implementing Customer Experience Strategies

SESSION SPONSOR



Moderator

Jeffrey J. Fulgham, Chief Sustainability Officer & Ecomagination Leader
GE Power and Water

Panel

Lior Arussy, Chief Executive Officer, **Strativity**
Steven Johnson, Executive Director, **Bowling Proprietors' Association of America (BPAA)**

NETWORKING RECEPTION 5:30-6:30 PM



Conference KeyNotes

Registration includes this summary of conference highlights
and a post-conference interactive webcast

Thursday, March 24, 2011

CONTINENTAL BREAKFAST 7:45–8:30 AM

I 8:30–9:15 AM

A Case Study in Customer Experience Excellence—The Ritz-Carlton

Kenneth R. Rehmann, Executive Vice President Operations,
The Ritz-Carlton Hotel Company

J 9:15–10:15 AM

Best Practices in B2B Customer Experience Excellence

Leading organizations are leapfrogging past improving their own service, to improving their customers' positioning. This panel will share how they helped their customers reposition themselves.

Scott D. Schulman, President, Corporate Markets, Dow Jones & Company
Donald Droppo, Jr., Chief Executive Officer, Curtis Packaging
Fin O'Neill, President, JD Power & Associates

NETWORKING REFRESHMENT BREAK 10:15–10:30 AM

K 10:30–11:15 AM

Case Study: Reinventing a Brand Around the Customer

Sam Borgese shares how his team reinvented the established restaurant chain by building a new model around the customer.

Sam Borgese, Chief Executive Officer
CB Holding Corp (Charlie Brown's Steakhouses)

L 11:15 AM–NOON

Creating Indelible Customer Experiences

1800Flowers.com has a history of reinventing the customer experience, from 800 numbers to e-commerce. The founder and long-time CEO of one of America's most beloved companies will share his perspective of what makes an indelible customer experience and how to create scalability of your customer model.

Jim McCann, Founder and Chief Executive Officer, 1800Flowers.com

CLOSING REMARKS NOON–12:15 PM

Robert Reiss, Conference Director, The Conference Board

Marketing assistance provided by  MWWGROUP

Presentations

Available online in advance of the conference

Registration Information

Online www.conferenceboard.org/cel2

Email customer.service@conference-board.org

Phone 212 339 0345 8:30 am to 5:30 pm ET Monday through Friday

The 2011 Customer Experience Leadership Conference

Growth through Customer Loyalty:

A C-Level Perspective on Building a Customer Centric Culture

Conference (909011-2)

Dates: March 23–24, 2011

Location: InterContinental New York Barclay

Associates \$2,195

Non Associates \$2,495

Pre-Conference Workshop A (B56011-2) and Workshop B (B57011-2)

Date: March 22, 2011

Location: The Conference Board Conference Center, New York

Price per Workshop: Associates \$495

Non Associates \$595

Price for both Workshops: Associates \$990

Non Associates \$1,190

Hotel Accommodations

Fees do not include hotel accommodations. For discounted reservations, contact the hotel directly no later than the cut-off date and mention **The Conference Board Customer Experience Leadership Conference**.

InterContinental New York Barclay
111 East 48th Street
New York, NY 10017
Tel 212 755 5900

Hotel reservations cut-off date:
Tuesday, March 1, 2011

Workshop Location:

The Conference Board Conference Center
845 Third Avenue
(between 51st & 52nd Streets)
New York, NY 10022
Tel 212 339 0345

Cancellation Policy

Full refund until three weeks before the meeting. \$500 administration fee up to two weeks before the meeting. No refund after two weeks before the meeting. Confirmed registrants who fail to attend and do not cancel prior to the meeting will be charged the entire registration fee.

Team Discounts per person

For a team of three or more registering from the same company at the same time, take \$300 off each person's registration.

One discount per registration. Multiple discounts may not be combined.



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THE CONFERENCE BOARD
Trusted Insights for Business Worldwide

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Conference**



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Pre-Conference Workshops
The Conference Board Conference Center
New York, NY

The Conference Board
845 Third Avenue, New York, NY 10022-6600

Promotion Code