



“Paul Ward is the Mark Twain of 21st century business communicators. With impressive intellect and wit, he communicates the ‘aha!’ experience to his audience almost before they take a seat.”

Richard S. Levick, Esq.
President and CEO, Levick Strategic Communications



CUSTOMER EXPERIENCE MANAGEMENT
BOOTCAMP
DECEMBER 5, 2012

GET INSPIRED
@CEMBOOTCAMP

EVERY TOUCH POINT **MATTERS**





TURN YOUR CUSTOMERS INTO YOUR CHAMPIONS

WHO SHOULD ATTEND

"Paul Ward is one of the truly creative minds in CRM."

Paul Greenberg, The 56 Group

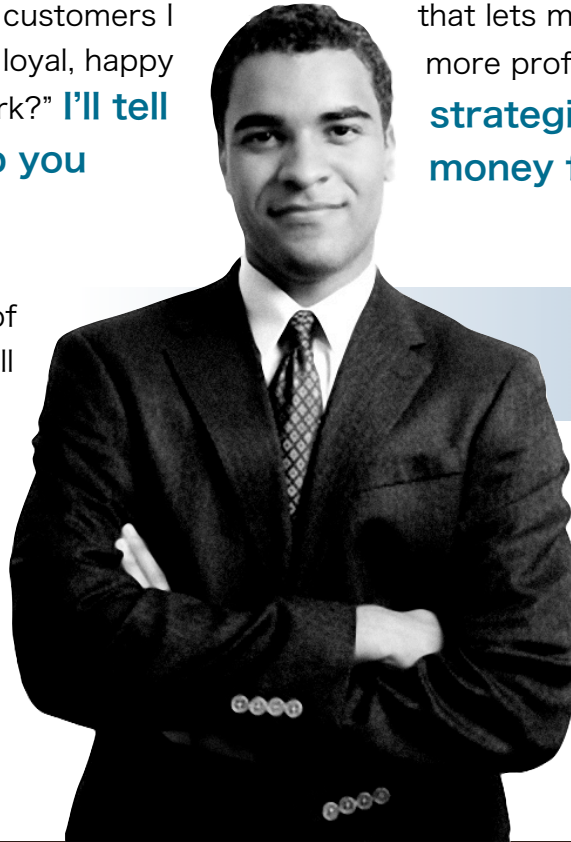
Paul Ward has taught
CEM to Fortune 1000
global executives

WANT TO IMPROVE SERVICE? REINVENT YOUR BRAND? DRIVE REVENUES? KEEP COMPETITORS AT BAY?
WE SHOW YOU HOW CEM MAKES A DIFFERENCE TO CUSTOMERS AND YOUR BOTTOM LINE.

PROBLEMS WE CAN HELP YOU SOLVE

"I have a retail shop, and I'm too busy to work on an experience strategy. But I have dissatisfied customers I don't know how to deal with. How can I get loyal, happy customers without having to do a lot of work?" **I'll tell you how Apple's success can help you succeed.**

"I work at a government agency that's full of rules about how to deal with people who call in, so I don't feel like I've got the power to do better client service. Plus, we have to coordinate with other agencies, and my contacts there are unhappy. What do I do?" **I'll show you how the best financial services companies solve your problem.**



"I'm a creative marketing professional. What is it about CEM that lets me do my job better, and attract more clients and more profit?" **I'll show you where integrated strategic marketing fails and how you can make money filling the gap.**

EXPERIENCE DRIVES VALUE

"I sell services to the government and other businesses. I think of my work as no-nonsense, where my customers are making well-researched decisions. Can CEM really make me more profitable?" **Yes, it can. I'll tell you what you need to know.**



Clients include The World Bank, 3M, Rabobank, Citi, Dialog Telekom, AAA, American Society for Nutrition, American Express, Symantec, Trend Micro, IMD, MasterCard

YOU WILL BE LED BY PAUL K. WARD, WHO HAS GLOBAL EXPERIENCE IN CEM. HE HAS TAUGHT CEM CERTIFICATION COURSES IN SAN FRANCISCO, PARIS, SHANGHAI, SINGAPORE, AND LONDON. ALSO AN INVESTMENT BANKER, MR. WARD LINKS EXPERIENCE MANAGEMENT WITH SUPERIOR BUSINESS RESULTS.



WHAT YOU'LL LEARN IN THREE HOURS

Our **CEM BOOTCAMP** is the perfect opportunity for you to grasp the basics of customer experience management.

Take the boot camp to discover:

- ◆ Successes and failures ripped from today's headlines
- ◆ How to exploit and create social networks and why that's different from being on Twitter and Facebook
- ◆ How to "engage" your customers and stakeholders with unique strategies that win loyalty and create value

You'll be amazed at why "customer centricity" is not the full story, and thrilled to learn how every

business can plan and execute a successful CEM strategy.

You'll discover how to follow and learn from voice of the customer, and how emotions and loyalty are often misunderstood.

We'll guide you in outlining a strategy that helps you reach your goals for engaging your stakeholders.

Whether you want to boost profit, stakeholder engagement, or brand equity, customer experience management is the cornerstone for a stronger enterprise.

Take advantage of the same thought leadership sought by top executives worldwide, and get a step ahead as you go into a new year!

WE'VE GOT IT COVERED

DECEMBER 5, 2012 • 6PM - 9PM
\$60 IN ADVANCE • \$70 AT THE DOOR
TWO WISCONSIN CIRCLE (@FRIENDSHIP HEIGHTS)
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Find out more at pkward.com/cembootcamp

PKWARD.COM