

Perfecting the Customer Experience

Solid Business Lessons in the Fun Environment of Disneyland®

HOWARD JOHNSON HOTEL,
ANAHEIM, CA

Monday, November 8 at 1 pm to
Wednesday, November 10 at 3 pm.

Ideal for anyone who needs to deliver
an **engaging customer experience**,
alone or through a team.

Energize yourself before the start of
the 2010 Holiday Season.

New: Lower Canadian registration fee
based on parity with the U.S. dollar.

Perfecting the Customer Experience is a unique benchmarking program that demonstrates the service standard to which *your* business should aspire. The total opposite of a lecture where you just sit in a room and listen, this program offers:

- Solid ideas for perfecting the customer experience and creating loyal customers.
- Proven examples from world-class organizations.
- Applications for transferring what you learn directly to your business.

Unlike previous recessions, the economic meltdown of 2008 shifted consumer behaviour permanently. Customers today expect *much* more for less and they will quickly buy on *price* if a business does not demonstrate *value* in every sense of the word. Providing a perfect customer experience from start to finish is one of the most effective and enduring ways that *your* business can demonstrate that value.

With the economy starting to improve, this is the time to reinforce your brand by building a solid infrastructure

of good habits into your business. And to execute the all-important *details* that are the difference between mere success and league-leading stardom in a consumer-facing business.

For three days in Anaheim, you will be part of a small group of business people who are hungry for ideas that will help take their organizations to the next level.

For this *casual-attire* program, you will stay at the fashionably “retro” Howard Johnson Hotel, directly across from Disneyland®. You will see the Matterhorn as you walk out your door and glimpse the monorail as it glides towards the park.

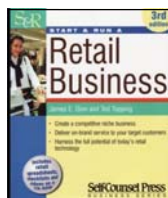
You will enjoy hands-on experiential learning at Disneyland® Park, Disney California Adventure® Park and the Downtown Disney® District. And because the most-effective way to learn is through self discovery, these lessons will stay with you long after the event.

Jeff Kober views business from a Disney background. Ted Topping views Disney from a business background. Together they will help you experience *both* from the crucial perspective of a customer.

Facilitators



Jeff Kober is president of **Performance Journeys**, a training and development group devoted to performance improvement and learning in the workplace. He is a resident of Orlando, FL and a former leader with the Disney Institute, a best-practices institution modeled on America’s first corporate university. While at Disney, Jeff worked across the entire Walt Disney World® Resort and designed its customer-service programs. A well-known online columnist and blogger, Jeff is author of *The Wonderful World of Customer Service at Disney* and co-author of the just-published *Lead With Your Customer*.



Ted Topping is president of **Creative Insights Inc.**, a service-design consulting firm in Vancouver, BC. For two decades, he has delivered practical presentations, training and consulting to consumer-facing businesses. Ted is co-author of *Start and Run a Retail Business*, a best-selling book translated into Russian, Chinese, Spanish and Indonesian, with a completely revised 4th edition available in North America this fall. Ted was a card-carrying member of the original Mickey Mouse Club, and he uses his continuing study of Disney to help clients add their own amazingly effective “magic” to the customer experience.

Program Content

Perfecting the Customer Experience is based on a model that makes the case for a long-term approach to customer loyalty. ▶

During the program, we will examine eight specific topics:

- Leadership Excellence
- Understanding the Customer
- Service Mission
- Establishing Service Standards
- Delivery Systems/Application
- Providing Service Recovery
- Supporting Employee Excellence
- Service Experience/Debrief



Included in Your Registration


The registration fee for Perfecting the Customer Experience includes:

- Two nights single accommodation at the fashionably “retro” Howard Johnson Hotel, directly across from Disneyland®.
- Three-day, hands-on experiential workshop program, incl. all materials.
- 3-Day Park Hopper® admission to Disneyland® Park and Disney California Adventure® Park.
- *The Wonderful World of Customer Service at Disney* by J. Jeff Kober.
- *Lead With Your Customer* by Mark David Jones and J. Jeff Kober.
- *Start and Run a Retail Business* by James E. Dion and Ted Topping.
- One-year Personal Membership or renewal in Shelfspace.
- Casual dining experiences throughout the program:

	BREAKFAST	LUNCH	DINNER
Mon., Nov. 8		•	•
Tues., Nov. 9	•	•	•
Wed., Nov. 10	•	•	

Participants are responsible for their travel to and from the Howard Johnson Hotel in Anaheim. We recommend that you book early. The Disneyland® Resort Express offers service from LAX and SNA every 30 minutes during the day. Once you reach the hotel, everything except personal expenses is included in your registration.

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SHELFSPACE

THE ASSOCIATION FOR RETAIL ENTREPRENEURS

Shelfspace champions the values of entrepreneurialism, self-expression, relevancy, excellence and professionalism.

The association is offering program registrants who are not currently Shelfspace members a complimentary one-year Personal Membership (\$185 value).

Workshop registrants who are currently Shelfspace members will receive a complimentary one-year Personal Membership renewal or an equivalent credit.

[For more information:](#)
604 736 0368 • 1 800 663 5135
inquiry@shelfspace.ca
www.shelfspace.ca

How to Register – CLOSES MONDAY, NOVEMBER 1, 2010 –

If you register in the U.S.
\$1,400 U.S.

All taxes are included.

Payable in U.S. funds by check to
Performance Journeys

[For more information:](#)

Jeff Kober
Performance Journeys, Orlando, FL
407 973 3219
jkober@performancejourneys.com
www.performancejourneys.com

If you register in Canada
\$1,400 CDN.

Plus HST/GST (# 89304 2093 RT).

Payable in Canadian funds by
cheque to Creative Insights Inc.

[For more information:](#)

Ted Topping
Creative Insights Inc., Vancouver, BC
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www.tedtopping.com

Our commitment is to create a learning event and experience like no other. As part of this, we promise a program that is:

- Relevant.
- Interactive.
- Engaging.
- Polished.
- Guaranteed. *We will return your registration fee in full, including taxes if applicable, if you are not satisfied with our work.*

Contact us for a detailed schedule.

Jeff Kober & Ted Topping

Perfecting the Customer Experience is offered by Performance Journeys and Creative Insights Inc. Neither the program nor either company is associated in any way with The Walt Disney Company. Registration closes Monday, November 1. Tailored corporate programs available.