

Authentic Customer Experience that's Sustainable (ACES)

Seminar

Agenda	
8:30 am to 9:00 am	Registration
9:00 am to 9:30 am	Welcome Introductions Expectations Exercise: Positive and Negative Emotional Attractors
9:30 am to 10:15 am	Presentation: Experiential Consumption and change: how authenticity and sustainability lead renewal and competitive advantage. The business case for ACES.
10:15 am to 10:30 am	BREAK
10:30 am to 11:15 am	Presentation: The Customer Experience Imperative. Break down and closer look at the protocol.
11:15 pm to 12:00 pm	Presentation: Incorporating Appreciative Inquiry (Ai) and Emotional Intelligence (Ei): Adding sustainable value to your Customer Experience model.
12:00 pm to 12:30 pm	Lunch
12:30 pm to 1:15 pm	Presentation: ACES Design: Discovery
1:15 pm to 1:30 pm	BREAK
1:30 am to 2:45 pm	Presentation: ACES Design: Dream
2:45 pm to 3:00 pm	BREAK
3:00 pm to 4:15 pm	Presentation: ACES Design: Design / Deploy Blueprint
4:15 pm to 4:30 pm	Presentation: The importance of RENEWAL in the equation!
4:30 pm to 5:00 pm	Wrap up & Questions

