



ACHIEVING WORLD CLASS RESULTS THROUGH PEOPLE, SERVICE AND SALES

ASIA-PACIFIC CONFERENCE

ONE-DAY ONLY : AUGUST 28, 2012
@ HOTEL ISTANA, KUALA LUMPUR, MALAYSIA

Invest one day with 10 World Class minds:

- Acclaimed, international speakers from Malaysia, USA, Australia, Netherlands, Singapore, Hong Kong and the UK
- 5 best-selling authors
- Practical lessons from leaders who have created world class service and sales results in Malaysia, USA, Europe and Australia

Whether your focus is sales, customer service or people, by the end of this high value conference, you will come away refreshed, inspired and armed with new ideas to deliver World Class Results.

8.15 am – 9.00 am

Registration

9.00 am – 9.10 am

Welcome

9.10 am – 9.55 am

Barbara Glanz

*Best-Selling Author,
Acclaimed International Speaker*



Barbara Glanz, CSP, CPAE, Speaker Hall of Fame, is the author of eleven best-selling "how-to" books, including *The Simple Truths of Service — Inspired by Johnny the Bagger* with Ken Blanchard. She has presented to conferences, associations, and organizations worldwide. She's been featured on ABC, NBC, CBS, CNN, FOX-TV, PAX-TV, WGN, and CNBC.

Thought Leadership

The Simple Truths of Service Inspired by Johnny the Bagger

In this session, Barbara presents 10 simple truths of service that will help organizations and individuals become more customer-focused. She will explore powerful ways managers can inspire, coach, and motivate employees to give their very best to their jobs, thus creating loyal customers, loyal employees and more sales.

10.00 am – 10.45 am

Gillian James

*Consultant, Best-Selling Author,
Business Woman*



Gillian is the global lead for TMI's Customer Experience practice. She is a well-respected expert in defining and embedding Customer Experiences in organisations. She does this through a solid understanding of what today's customers want coupled with the ability to equip and inspire all levels of employees – from boards to front line to giving a great customer experience. Recent clients have included Apple, British Airways, Malaysia Airlines, Marks and Spencer and Heathrow Airport.

Thought Leadership

Understanding Today's Customers - The Route to True Customer Engagement

A recent CEO study indicated that 95% of business leaders heading successful organisations said getting closer to their customers was their top priority over the next 5 years. In this topical session Gillian will share some insights into today's customers together with some examples of organisations who have managed to successfully understand and engage with their customers. The session includes tangible and practical next steps that all organisations who wish to get closer to their customers get take.

10.45 am – 11.10 am

Morning Break

11.10 am – 12.00 noon

Mark Runnalls

*Macquarie University, Australia and
Society for Knowledge Economics*



Mark Runnalls is a researcher and lecturer at Macquarie University. In addition, he manages the Leadership, Culture and Management Practices of High Performing Workplaces with the Society for Knowledge Economics. This is a 3 year research project that involves collaboration between UNSW, ANU, Copenhagen Business School and Macquarie University.

Thought Leadership

The Leadership, Management and Cultural Practices of High Performing Workplaces: Lessons from Australia

High-performing workplaces with progressive leaders are up to 12% more productive and three times more profitable than their peers. What distinguishes between high and low performing organisations? What are some of the barriers to becoming high performing? Mark will share insights from a major Australian study into these questions.

12.00 noon – 12.45 pm

Hans van der Meer

*Change Agent, Marketing Manager,
Microsoft, Netherlands*



Hans van der Meer has worked for Microsoft more than 20 years. He is one of the initiators of The New World of Work and the co-author of "How Microsoft Netherlands Reinvented the Way of Work," published in Management Innovation eXchange, December 2011. Hans has inspired more than 200 companies and thousands of people to explore new ways of thinking and how to change their own behaviour to become personal leaders.

Thought Leadership

The New Way of Working

Microsoft in the Netherlands has become recognised as a great place to work by applying the principles and practices of The New World of Work (NWOW). NWOW has helped many organizations become more agile and able to respond more quickly to the changing behaviors of their employees and customers. Companies that have implemented The New World of Work have been recognized through the "Great Place to Work" awards, nominated by their own employees. Learn what NWOW is and how you can use it.

12.45 pm – 2.00 pm

Networking Lunch

2.00 pm – 2.45 pm

Paul Hutton

Regional General Manager - China South, Hilton Hotels Worldwide



Paul has built teams that have created award-winning Hilton hotels in 4 continents. Paul's success has been his ability to lead and engage his managers and employees to deliver world class customer experiences. The financial results have inevitably followed. Currently based in Hong Kong, Paul is managing the pre-opening and operational trading of over 35 Hilton deluxe and luxury branded hotels in Southern China.

Industry Success Story Infectious Service Leadership Decoded

Paul will share with you practical ideas on how to engage your people to deliver customer experiences that build brands and build profits. He will decode key elements of his success as a service leader, including how infectious leaders put their people first, the power of treating people uniquely, not equally, and understanding the importance of self-awareness, and more.

Service Stream option

2.00 pm – 2.45 pm

Mark Siviter

Managing Director, Sales Europe for DHL Global Mail



Mark Siviter is responsible for DHL's extensive network of European and Russian sales offices. Mark has held senior positions working for International and Domestic Logistics companies including Menlo Worldwide and DX Network Services. Mark's specialties include complex change / turnaround situations, consultancy, strategy, governance, operational management and all aspects of business development.

Industry Success Story New Sales Strategies for a New Business World

In the "New World" sales people have to look beyond their clients' needs to understand what role their product or service plays in driving their customers' loyalty and satisfaction. Mark will share his experiences in developing successful sales strategies in Europe that will focus on the true value of the proposition, looking beyond price, features and benefits to issues that really matter to the client. This session is most relevant to those in business-to-business sales.

Sales Stream option

2.45 pm – 3.30 pm

Mohamed Elsayeh

General Manager, Pangkor Laut Resort, Malaysia



Mohamed Elsayeh is the GM of the highly acclaimed Pangkor Laut Resort. This resort has won many domestic and international awards, the latest being ranked world number 13 best resort by Travel and Leisure, best resort in Asia by HAPA (Hospitality Asia Platinum Award) and Best Spa Resort (CNN GO). Mohamed has worked for many years in a number of Ritz-Carlton hotels, including Bahrain, Japan, Marina Del Rey, USA and Half Moon Bay, USA.

Industry Success Story Crafting a World Class Customer Experience

There is something special about the Pangkor Laut Resort experience. It is the way that it has been deliberately crafted, the attention to every detail, at every step in the customer's journey. Mohamed will share with you how he and his team craft memorable experiences for guests who return again and again from around the world to re-live the Pangkor Laut experience.

Service Stream option

2.45 pm – 3.30 pm

Brian Dietmeyer

Author, Entrepreneur, International Consultant



Brian Dietmeyer founded US based Think! Inc. in 1996 with Dr. Max Bazerman of the Harvard Business School. Since then, Think! has consulted in 47 countries on over 20,000 business negotiations with companies like FedEx, Fujitsu, Microsoft, United Airlines and Coca-Cola. Brian is the author of B2B Street Fighting and Strategic Negotiation.

Industry Success Story Breakthrough Selling and Negotiating Strategies

The sales representative's role is changing yet again! It is the job of sales professionals to assist customers in understanding how they increase revenue, reduce expenses or improve processes by buying their products and services. How will sales consultants need to evolve? In this session, Brian will review both strategic and tactical based changes that sales people must make to re-invent and re-establish ourselves as consultants adding value to their clients.

Sales Stream option

CONCURRENT SESSION

CONCURRENT SESSION

3.30 pm – 3.50 pm

Afternoon Break

3.50 pm – 4.30 pm

Dr Janelle Barlow

Consultant, Best-Selling Author, Business Woman



Janelle Barlow, CSP, is a business woman, author, media spokesperson, keynote speaker, and seminar leader. Acclaimed author of the best-selling business book, *A Complaint is a Gift: Using Customer Feedback as a Strategic Tool*, published in 24 languages. She is also author of *Branded Customer Service: The New Competitive Edge* and *Emotional Value: Building Strong Bonds with Your Customers*. Janelle is known for her breakthrough ideas; her approach is both big picture blended with practical advice.

Thought Leadership

Emotions and Your Brand: The Hidden Tool to Build World Class Sales and Service

Brands are about emotions. Both marketing and service personnel seem to grasp this, yet the two departments may not always talk with each other. Janelle will explore how building community in your organization is one of the best ways to link sales and service. She will also explore what it means to sell and serve to value vs. selling and serving to features.

4.30 pm – 5.15 pm

Ron Kaufman

Service Thought Leader, Best-Selling Author, Acclaimed Speaker



Ron Kaufman is a premiere thought leader, educator, consultant, and speaker on uplifting customer service and building service cultures. Rated one of the "Top 25 Who's Hot" speakers by Speaker Magazine, Ron presents the powerful insights and global best practices he has learned from working with clients on every continent for more than twenty years. Ron is the best selling author of *Uplifting Service: A Proven Path to Delighting Your Customers, Colleagues and Everyone Else You Meet*, and many other inspiring books on service and business.

Thought Leadership

Uplifting Service - The Proven Path to Delighting Your Customers and Colleagues and Everyone Else You Meet

Uplifting Service is an entertaining and interactive presentation that shows everyone from the C-suite to the front lines specific actions and concrete steps to fly over customers' rising expectations and immediately improve the quality of service delivered at all levels of the company. Key learning points include the six proven steps to going from "basic" to "unbelievable" service and three strategies and tactics for managing customer expectations.

5.15 pm – 5.30 pm

Summing Up & Close

Just some of the take-aways from this high value one-day Conference:

- Powerful ways managers can inspire, coach, and motivate employees to deliver great customer service
 - Key secrets of service leadership to engage your people to deliver World Class results
 - How to craft an end-to-end customer experience
 - 10 keys for getting salespeople to over-achieve
 - Breakthrough selling and negotiating strategies
- How, in the "New World" sales people have to look well beyond client needs to create World Class results
 - How to become a high performing organisation – and the paybacks
 - About the New Way of Working – how to create "best place to work" workplaces
 - Key steps to improve customer service at all levels of your organisation

Who this Conference is for

This Conference has powerful take-away messages for CEOs, Senior Leaders, Managers and Team Leaders who aspire to create world class results through your people, culture, customer service and sales.