



PRZYJACIELE
KLIENTA

THE FRIENDS OF THE CLIENTS

conference

8-9-10th of December 2008
Marriott hotel, Warsaw

Conference programme:

- **8th of December, 2008 (Monday) - Professor Michael R. Solomon, St. Joseph University, Philadelphia**
Why We Buy: Understanding Consumers to Guide Marketing Strategy and Building Relationship
- **9th of December, 2008 (Tuesday) - the conference THE FRIENDS OF THE CLIENTS**
- **10th of December, 2008 (Wednesday) - Customer Experience Management + Shaun Smith:**
Post-conference workshop



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8th of December, 2008 (Monday), the Marriott hotel, Warsaw
Pre-conference workshop

Why We Buy: Understanding Consumers to Guide Marketing Strategy and Building Relationship

Professor Michael R. Solomon, St. Joseph University, Philadelphia

10.00 - 11.00 Session I. Understanding the Buyer

An overview of consumer behavior topics including how we perceive and learn about products and how consumers decide among competing brands in a crowded marketplace. The first part will focus on internal processes (such as how we learn) and the second part will focus on external processes (such as culture and group influences).

11.00 - 11.30 morning coffe break

11.30 - 12.30 Session II. Understanding the Purchase Situation

Aspects of consumer behavior related to the point-of-purchase including in-store decision making, the shopping experience and product innovations.

12.20 - 13.30 lunch break

13.30 - 14.30 Session III. Understanding How Consumers Form Relationships with Companies

New thinking about how a "deep" understanding of brand meanings affects the bottom line. Consumers "bond" with brands and companies. In most product categories the leaders succeed because they offer more than functional superiority – they also offer their customers emotional reasons to choose their offerings. This section will also focus on new ways to communicate with consumers (e.g. interactive advertising, guerrilla marketing, etc.).

14.30 - 15.00 afternoon coffee break

15.00 - 16.00 Session IV Strong relationships - The process of "Co-creation" is to involve consumer as partners with companies

One key strategy to enhance strong relationships is to involve consumer as partners with companies in a process of "co-creation." We will introduce consumer research strategies that can help marketers to incorporate the voice of the consumer into their marketing and new product development efforts



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9th of December , 2008 (Tuesday), the Marriott hotel, Warsaw
The conference THE FRIENDS OF THE CLIENTS

- 09.00** **Opening Speech** - Jan Załęcki, President, PCM Sp. z o. o., Originator of the Project
- 09.10 – 09.40** **Welcome to Consumerspace: Sell With Your Customers, Not To Them.**
Need of development and leveraging brand equity in order to attract the loyalty of these consumer "nomads."
Professor Michael R. Solomon, St. Joseph University, Philadelphia
- 09.40 – 10.30** **A Client as a value - is it worth to invest in a client?**
Professor. Krzysztof Opolski, Warsaw University,
- 10.30 – 11.00** coffee break
- 11.00 – 11.30** **Customer Service Department as a crucial part of the Organization,**
Organisations who give outstanding customer service consistently outperform others in areas such as of financial results, headcount turnover, loyalty and customer and employee satisfaction. So why doesn't everyone get the message. Why customer service is key to success in any organisation, using ICS research results and specific case study examples.
Paul Cooper , Director of Communications, Institute of Customer Service, UK
- 11.30 – 12.00** **Internal Processes Optimization and its influence for Customer Satisfaction**
Professor Jacek Otto, Lodz Technical University
- 12.00 – 12.30** **Marketing of Relations: Art or Craft?** – Maciej Pogoda , CRM Director, Microsoft
- 12.30 – 13.30** lunch break
- 13.30 – 14.00** **Customers Relations vs. Customers Satisfaction** - Grzegorz Turniak, president, BNI
- 14.00 – 14.30** **Friendship with a Client: bilateral relationship**
- 14.30 – 15.30** **Customer Experience Management** , case study of Kingspan Poland ,
Janusz Kamieński, Business Development Partner, Executive-Conversation Polska Sp.j.
Jarosław Pawelec, director of operations, KINGSPAN
- 15.30 – 16.00** afternoon coffee break
- 16.00 - 17.00** **Investments in a Client – how to convince Financial Department that investments in an existing customers bring measurable results?**
Discussion panel with participation of the speakers
- 17.00- 20.00** Cocktail Reception



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10th of December, 2008 (Wednesday), the Marriott hotel, Warsaw Post-conference workshop Customer Experience Management + Shaun Smith:

09.00 – 10.30 **Session 1: The shifts from products to services to experiences**

- Creating share of mind rather than share of market
- Why customer satisfaction is no longer relevant
- The brand-profit chain
- The link between branded customer experience and customer loyalty
- Which are the brands that are changing markets? Explore the secrets of Virgin, and Amazon
- Why are they different?
- How do they operate?
- How does your organisation measure up?

10.30 – 11.00 **Coffee break**

11.00 – 12.30 **Session 2: Customer Experience Management – How do you deliver your brand promise to differentiate? 6 Steps to Customer Experience Management**

Step One: The Customer Experience Audit

Techniques for finding out what your customers truly value

Is the focus group dead?

Application exercise Part One and Case Study – Lexus

Step Two: Creating the brand Platform and Strategy

Standing for something special

Positioning the brand with clarity.

The three value disciplines

Application exercise Part Two and Case Study – Six Senses Hotels and Singapore Airlines

Step Three: Designing the Customer Experience

Defining the customer promise

Touchline mapping techniques

The emotional journey

Application exercise Part Three and Case Study-, Virgin, On-line retailing

12.30 - 13.30 **Lunch break**

13.30 - 15.00 **Session 3: CEM + continuation**

Step Four: Communicating the Brand Internally

Organisational Alignment

Branded training

Application exercise Part Four and Case Study- TNT- creating a new b2b offer

Step Five: Communicating the brand externally

What are some new ways to communicate your brand?

Successful viral marketing techniques

Application exercise Part Five and Case Study- Innocent and Red Bull

Step Six: Sustaining Brand Leadership

- Measuring the customer experience
- Developing the customer experience scorecard
- Application exercise Part six and Case Study – Waterstone's the leading book retailer

15.00 – 15.30 – **Coffee break**



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15.30 – 17.00 **Session 4: Brand leadership and conclusions**

- Brand Leadership – How do leaders of strong brands operate?
- What are the characteristics of brand leaders?
- Case study Apple
- Conclusions and Q&A

Remarks: Full conference will be simultaneously translated Polish/English
Registration: Inga Szaniawska, Project Manager, +48 655 024 092