



Cement client's message to CEO conference attendees with highly customized keynote speech focused on target audience's customer service issues

International food manufacturers association

Our level of responsibility

I had total responsibility for the creation and delivery of this keynote speech. I worked closely with the association liaison and the publisher of the industry customer service survey.

Duration of the engagement

2 months

The problem(s) presented to us

Create a customized keynote presentation showing the audience of 1500 how to implement procedures that will match the customer expectations that were discovered in the most recent industry survey.

Our steps in solving the problem

- Review recent industry research results.
- Discuss results' implications with survey designer.
- Create presentation on how to implement changes that will match customers' expectations.
- Review the presentation with key advisors.
- Create slides and support materials for presentation.
- Deliver presentation at conference.

Results achieved

The client was very pleased with the audience's response.

Morgan Seminar Group

1440 Newport Ave. ▲ San José, CA 95125-3329 ▲ 408/998-7977
Rebecca@RebeccaMorgan.com ▲ www.RebeccaMorgan.com