

Draft Programme

CENTRE FOR INFORMATION CAREER DEVELOPMENT

Pre-Conference Workshop on Customer Advocacy

6 October 2008, 09:00-17:00

Cape Town International Convention Centre

Presenter: Aki Kalliatakis, Managing Partner, CRC and The Leadership LaunchPad,
www.DelightYourCustomers.co.za

This briefly outlines the topics and content for the above event. A number of different techniques and media will be used, and delegates will be encouraged to participate in order to customize and personalize the content.

Introduction: Why are we here?

- A brief look at how the world has changed, and the impact on our industry.
- Defining customer advocacy

Find, Win, Retain and Grow

- The four key elements of any marketing strategy, and what these mean to us
- Marketing and branding professional services
- Are our customers hostages, terrorists, mercenaries or partners?
- How can we create high levels of customer loyalty?
- Customer value and the marketing battleground: the power of perceptions

Why Customers Buy?

- The most important reasons why customers buy – and what to do about it
- Defining your customers' needs: people do things for their reasons, not yours
- Features versus benefits and advantages: Tipping the balance in your favour
- Why customer experiences are so important in today's world: Coffee Beans and Harley-Davidson
- Video: Give them the Pickle!

Influence and Persuasion Power

- The six most powerful techniques for influencing and persuading people

Creating a Client-Centred Culture

- Diagnosing where you are now
- Creating an action plan for "Delighting Your Customers"

Wrapping Up

- How to move from the Red (Blood-Filled) Ocean of competition for resources, to unexplored, uncharted Blue Oceans