

40th RetailEXL

THE BRIGHT BRAND MINDSET: Create the Bright-Brand Mindset through Customer Experience

May 17, 2018 (1:00PM-6:00PM)

5th Floor Nostalg 1, Joy-Nostalg Hotel & Suites Manila, 17 ADB Avenue, Ortigas Center, Pasig City

RESOURCE SPEAKER / PARTNER:

**Ms. JV Wong (Chief Executive Igniter of People Ignite Organizational
Development and Training)**

PRIMARY OBJECTIVES

- For our attendees to become aware of the Bright-Brand Mindset, and apply this as they position their brands
- Create the mindset of Customer Experience, one touch point at a time
- Bring home tools and tips on how to sustain this mindset and practice within the organization

COURSE OUTLINE:

A. FUNDAMENTAL

- Do you have a Bright-Brand Mindset?
- How can you bring this mindset as your organization positions your brand?
- What is the key difference of customer service and customer experience?
- How can you align the Bright-Brand Mindset in practicing customer experience?

B. ESSENTIAL

- The cycle of Customer Experience (applying the bright-mindset in the cycle)
- Michael Porter's Business Value Chain (BVC): The enabler, the driver, and the multiplier
- Case-based scenario workshop: Learning through actual situations

C. PRACTICAL

- The 5-step ladder of Customer Experience (from basic service to positive customer experience)
* Identifying areas of growth in each ladder, and how we can improve our touchpoints through the bright-brand mindset

TARGET OUTCOME (Attendees would gain the following):

1. Learn the bright-brand mindset and apply this on customer experience touchpoints
2. Create AHA! Moments through case-based scenarios, through group discussions
3. Bring home tangible action points on how we can strengthen our brand presence through customer experience

WHO SHOULD ATTEND

Business Owners, Managing Directors, Presidents, Chief Executive Officers, Chief Operating Officers, Chief Marketing Officers, Senior Management, Directors, Brand Managers, Customer Service Managers, Sales Managers, Marketing Managers, Product Managers and people in the organization which have roles on engaging with customers (both internal and external).

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YES, PLEASE REGISTER ME/US (Please fill up with complete details):

NAME	DESIGNATION	E-MAIL	CONTACT NO.

*please attach separate form for additional attendee/s

Company: _____

Authorized By: _____

Designation: _____ Email Address: _____

Contact Number: _____ Signature: _____

REGISTRATION FEE

	Early Bird Rate (if paid on/before May 16, 2018)	Regular Rate (if paid on May 17, 2018)
PRA Member	Php 2,495	Php 3,495
Non-PRA Member	Php 3,495	Php 4,495
*5% Discount for group of 5 or more		

Mode of Payment

- Please make check payable to **PHILIPPINE RETAILERS ASSOCIATION, INC.**
- Check payment should be SENT to the PRA office (Unit 2607 Jollibee Plaza, F. Ortigas Jr. Road, Ortigas Center, Pasig City) or DEPOSITED to PRA Account: Banco De Oro (BDO) - SM Megamall B Branch. Savings Account: 281121451
- Please FAX Deposit Slip at 636-0825 with your Company Name to PRA for recording on or before May 16, 2018.

Cancellations received in writing at least 1 week before the event will be subject to 50% refund. Replacements are welcome but must be advised to the Secretariat at least 3 days before the seminar.

For more details, contact PRA at 687-4181* email at specialprojects@philretailers.com / ncm_philretailers@yahoo.com and look for Ivan or Norie.

FIRST COME, FIRST SERVED!

- *Members in good standing
- *Heavy merienda will be served
- *Certificates will be provided
- * Handouts will be provided after the seminar

Please Fax to PRA @ 636-0825 or email Ivan Verzonilla or Norie Martinez at specialprojects@philretailers.com/ncm_philretailers@yahoo.com
ON OR BEFORE May 16, 2018