

General Sessions & Workshops

HOW TO CREATE SUSTAINABLE CUSTOMER SERVICE DELIVERY- HOW LEADERS CAN PULL THE LEVERS FOR LASTING CHANGE!

Hazel Jackson
CEO, Biz-ability

“I’m sure if you had a dollar for every customer service initiative or program that you’ve supported or implemented in your career you’d be the proud owner of an attractive pot of cash. And if I was able to tell you one magic solution that would ensure sustainable customer service delivery, I’d be retired by now and sitting on Miami Beach,” says Hazel Jackson.

Customer Service delivery is a changing and evolving process as our customers and change, evolve, and their expectations increase. Therefore this workshop will be about a number of Levers you as leaders in service can pull that will deliver lasting change. The challenge is the levers all need to be pulled to one degree or another and that ‘lasting’ doesn’t mean forever, because customers don’t stand still with their expectations.

ECONOMIC WOES NOT SPOKEN HERE: HOW TO PROSPER DURING A SLOW ECONOMY

Barbara Wold
Global Retail & Consumer Expert

As the recession sets in and consumers continue to tighten their belts, retailers and restaurants are left wondering how to pull more customers through their doors. While many merchants’ immediate reaction is to cut their marketing budgets or lower their prices, there is a better way. Knowledge is golden: Businesses that can identify their individual customers’ preferences and make targeted, personalized offers can expand their business in a down economy and keep customers loyal.

- Customer satisfaction is worthless – customer loyalty is priceless
- Short-term & long-term strategies for keeping customers
- What the current economy means for your customer loyalty programs
- Directly improve your bottom line through effective customer-driven strategies
- Prioritizing customer experience touch points when budgets are cut

While consistently delivering an excellent product or service is the biggest key to a successful business, loyalty programs help attract new customers and, most important, ensure repeat visits from your current patrons.

Please note this is only a preliminary overview. A final conference agenda, including all confirmed speakers will be posted on www.wacra.com prior to the conference.

TOUGH TIMES LEADERSHIP

Francis J. Kong
Director, Inspired Leadership Consultancy

How do leaders lead their people effectively, successfully and profitably during these challenging times? This is the question that many of us are asking of ourselves as we fight for survival during the current economic slowdown. In this interactive workshop, Dr. Kong will discuss the 5 levels of leadership essential to “Tough Times Leadership.”

MASTERING THE ROCKEFELLER HABITS

Hazel Jackson
CEO, Biz-ability

As leaders in business we can normally find the answers to questions, but sometimes we are not asking ourselves the right questions! In this general session, Hazel Jackson will pose 4 key questions in 4 decision areas that she believes we should all be asking ourselves – especially in the current market. Based on the book, *Mastering the Rockefeller Habits* by Verne Harnish, you will be encouraged to work on a few of these elements in discussion at your tables, as the best learning is achieved when you are truly involved in the topic.

KNOCK YOUR SOCKS OFF CUSTOMER SERVICE

Barbara Wold
Global Retail & Consumer Expert

In today's competitive marketplace, managing the customer relationship and experience is essential to success and long-term growth. Improve your bottom line through effective customer-driven strategies and innovative customer experience management tools!

- Define your customer's overall experience
- Build superior loyalty by obsessing over every step of the customer experience
- Turn customers into advocates
- Create a real-time experience to drive competitive advantage
- Create a culture of service excellence

The goal is to make people want to do business with you, over and over. The satisfied customer is your best business strategy. Get your customers to say “WOW”. It is all in the details!

THE RESILIENCY EDGE

Tom Murphy
Reclaiming the Sky Institute & Fordham University

Get the “edge”, the resiliency edge. In this follow-up to last year's webcast, this practical, hands on workshop, built on research from the Human Resiliency Institute and Fordham University is designed to give your staff the resiliency "tools" to manage the stresses of these turbulent times in aviation and deliver quality service.

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PROFESSIONAL E-MAIL WRITING

*Anne-Marie Coyle
The Conversation Centre*

How you communicate is as important as what you say. E-Mail writing as a form of communication has become increasingly important in the workplace and it is now expected that every employee dealing with customers (both internal and external) become proficient in the medium. While you already have some experience and “knowledge” of E-Mail Writing Skills, this interactive workshop will add to and build on this knowledge and help match it with an effective, appropriate and correct e-mail communication style.

THE EMPTY CAROUSEL - REDUCING BAGGAGE CLAIMS

*Scott T. Mueller
Author of “The Empty Carousel – a consumer’s guide to checked & carry- on luggage”*

Let author Scott T. Mueller put his 20 years of experience as the system manager for baggage services at Midwest Airlines to work for you. During his time in the position he took his company from one of the worst performers in baggage delivery to the number one position among US carriers and reduced payouts for claims by 75%! Now the author of a consumer guide to checked and carry-on baggage Scott will share his recipe for success.

In this interactive workshop, Scott will demonstrate how to prevent baggage fraud by learning the key indicators that will tip you off, how to prevent it, and how to become prepared to deny the claim based on solid evidence to support your case if taken to court. In essence, you will become a savvy detective and learn the tricks of the trade customers use against us to financially benefit from our errors.

SHIFTING FROM “ME” TO “WE”

*Kristiina Hiukka
Founder, Big Agenda Coaching*

When people join forces, the true power of what humans can achieve is clear. Most companies create teams, but their organization often dooms them to failure. Teaming doesn’t mean eliminating individuality. Indeed every “me” must feel safe and have their contributions acknowledged. With that balance, a compelling mission, and a clear identity of who “we” are, the collective power of the team can be realized.

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OPTIMIZING TEAM PERFORMANCE IN AN EVER-CHANGING ENVIRONMENT

Kristiina Hiukka
Founder, Big Agenda Coaching

Cut-backs and layoffs are taking their toll worldwide. Workplaces simmer with negativity and fear. “Optimizing,” or injecting optimism into teams, can lead to an engaged, inspired, and committed, “giving it my best” workforce. Learn how “positivity” contributes to higher levels of trust, respect, and camaraderie and sustained high productivity.

CROSS CULTURAL COMMUNICATION SKILLS

Anne-Marie Coyle
The Conversation Centre

With increasing internationalization and globalization, business communication has become more challenging. And in business, as in life, communication can make or break any relationship. Professionals are now expected to have an awareness of cultural diversity in the workplace and to be able to communicate effectively and appropriately across these diverse cultures. Being able to reconcile these differences is essential to successful business. In other words, professionals have to become proficient in cross-cultural communication skills. This workshop will highlight the importance of effective cross-cultural communication skills and will point out common areas of “cross-cultural confusion” and misunderstanding.

NON-DISCRIMINATION ON THE BASIS OF DISABILITY IN AIR TRAVEL

Marc Skreikes- European Commission
Mike Spollen- US Department of Transportation
Eric Lipp- Executive Director, Open Doors

Since May 2009, all foreign carriers operating flights into and out of the US have been subject to the US DOT’s new rules on accessible air travel. Concurrently in Europe, similar rules went into effect last July under EC1107. Learn how these regulation impact your operations, and how to bridge discrepancies between them in this timely and interactive panel discussion, moderated by Eric Lipp, Executive Director of Open Doors, a non-profit organization that provides businesses and communities with the necessary tools to succeed within the disability market.

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