

Conference Agenda

Sunday, September 23

1600 – 1700 Conference Registration

1830 – 2030 Welcome Reception

Monday, September 24

0630 – 0830 Full Breakfast Buffet – Fuzion Restaurant

0830 – 0900 Opening Ceremonies
Kavita Sharma Al Jassim, WACRA Chairman

0900 – 0930 Host Carrier Welcome
Ahmad Jauhari Yahya, CEO- Malaysia Airlines

0930 – 1000 Business Sponsor Introductions
Dan Thompson, Sponsorship Director

1000 – 1030 Break & Sponsor Review

1030 – 1130 Cultural Harmonics - Listening to Our Customers
Jillian Mercer, Service Transformation

1130 – 1230 How to Measure the Quality of Customer Service E-Mail
Leslie O'Flahavan, E-WRITE

1230 – 1330 Lunch

1330 – 1500 Workshops
* Using Appreciative Inquiry to Define Our Branded Culture – *George Aveling*
* Tuning into Customer Harmonics - *Jillian Mercer*
* DOT Update- *Dayton Lehman*
* Customer Service E-Mail Best in Class?- *Leslie O'Flahavan*

1500 – 1530 Break & Sponsor Review

1530 – 1700 Workshops
* Tuning into Customer Harmonics - *Jillian Mercer*
* Social Media - *Jerry Fletcher*
* Customer Service E-Mail Best in Class?- *Leslie O'Flahavan*

Free Evening

Conference Agenda

Tuesday, September 25

- 0630 - 0900 Full Breakfast Buffet – Fuzion Restaurant
- 0900 - 1000 Today's App is Tomorrow's Virtual Concierge
Mitch Lawrence, NextIT
- 1000 - 1100 The CKR Principle: 10 Business Leadership Methods for Exceptional Business Success
Carsten K. Rath, LH&E Group
- 1100 - 1130 Break & Sponsor Review
- 1130 - 1300 Workshops
* Social Media – Jerry Fletcher
* Using Appreciative Inquiry to Define Our Branded Culture – *George Aveling*
* DOT Update- *Dayton Lehman*
- 1300 - 1400 Lunch
- 1400 - 1530 Interactive WACRA Case Study Review
John Sam, Air France
- 1530 - 1600 Break & Sponsor Review
- 1730 ***Departure for KL Tower***

Wednesday, September 26

- 0630 – 0830 Full Breakfast Buffet – Fuzion Restaurant
- 0830 – 0915 How to Create a Branded Service Culture to Deliver Your Unique Customer Experience
George Aveling, TMI Consultancy
- 0915 – 1000 Social Media: DeltaAssist
Jerry Fletcher, Delta Air Lines
- 1000 – 1030 Break
- 1030 – 1130 The Magic of Dabbawalas Unfolded
Subodh B Sangle, Dabbawala
- 1130 – 1200 Closing
- 1200 - 1300 Light Lunch and Focus Group