

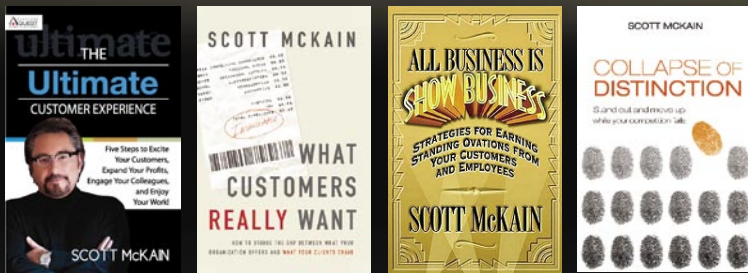
A Business Transformation Conference

Featuring World Renowned Speaker & Customer Experience Guru

Scott McKain

Live in Singapore on
3rd November 2010

@ Novotel Singapore Clarke Quay Hotel
8:00am-5:00pm



Transform your Business by learning:

How **Visionary** companies become **Distinct**.
Different Tools to **Create** the **Ultimate Customer Experience**®.
What Customers **Want** versus what most Organisations **Offer**.
How **Leading** companies **Advance** Business Innovation

Join Scott McKain as he brings you on a Transformational Journey in
Creating your Ultimate Customer Experience®.

Featuring "Hall of Fame Speaker" and Best-Selling Author of "ALL Business is Show Business", "Collapse of Distinction" & "What Customers REALLY Want" Capturing the ideas that helped form one of America's "fastest growing companies"

Strategic Brand Training
Partner & Organiser



Strategic Brand
Agency Partner



Strategic Education
Partner



Association Partner



Marketing Partners



ABOUT THE MAIN CONFERENCE

Business Transformation Conference with Scott McKain: Transform your business, Stand Out and Move Up and Learn what Customers REALLY want

1. How Visionary Companies Become Distinct.

- How can your customers tell the difference between you and the competition?
- Why do customers have difficulty distinguishing us from our competition?
- The Three Levels of Competitive Separation
 - o Level 1: Sameness
 - o Level 2: Differentiation
 - o Level 3: Distinction
- How does a business – or individual professional – attain Level Three: Distinction?

2. Different Tools Needed to Create an Ultimate Customer Experience®.

- The Three Levels of Customer Interaction
 - o Level 1: Processing – The base level of engagement customers have a right to expect, and that you have deliver to perfection!
 - o Level 2: Service – The steps you and your organisation undertake to make Processing more efficient and palatable to the customer
 - o Level 3: Experience – Connecting on a personal and emotional level with customers to create and ensure lifelong loyalty
- How does a business – or individual professional – create Level Three: Experience?

3. What Customers Want versus What Most Organisations Offer

- What do “Customers REALLY Want”?
- Disconnection #1: Innovation vs. Status Quo
- Disconnection #2: Coordination vs. Confusion
- Distonnection #3: Differentiation vs. Sameness
- Disconnection #4: Personal Focus vs. Product Focus
- Disconnection #5: Reciprocal Loyalty vs. Endless Prospecting
- Disconnection #6: Customer Experience vs. Customer Service

4. Wrap-up: “The Ultimate Customer Experience®”

- What does it take to create the Ultimate Customer Experience® for YOUR Customers?
- How does this turn prospects into customers?
- Why are the organizations that deliver UCE’s consistently more profitable than those who do not?
- Motivational conclusion

MAIN CONFERENCE AGENDA

8:00 – 8:45 am	Registration
9:00 – 9:15 am	Welcome and Opening by Best-Selling Author, Brand Coach and Chief Experienced Strategist, Jerome Joseph

Scott McKain Main Sessions

9.15 – 10:15 am	SESSION 1 TOPIC How Visionary Companies Become Distinct
10.15 – 10.30 am	Break
10.30 – 12.15 am	SESSION 2 TOPIC Different Tools Needed to Create an Ultimate Customer Experience®.
12:15 – 1:15 pm	Lunch
1:30 – 2:45 pm	SESSION 3 TOPIC What Customers Want versus What Most Organisations Offer.
2:45 – 3:00 pm	Break
3:00 – 5:00 pm	SESSION 4 TOPIC Wrap-up: “The Ultimate Customer Experience®”

BENEFITS OF ATTENDING

- Understand the collapse of distinction – why it is difficult for customers to distinguish the difference between you and your competition -- and implement strategies to highlight yourself and your organization to carve greater space between you and your competitors.
- Develop the specific strategies necessary to create “Ultimate Customer Experiences®.”
- Discover how a business–or individual professional– can attain Level Three: Distinction
- Earn standing ovations – and lifelong loyalty -- from your customers!
- Learn how to improve your efforts to acquire new customers.
- Create and implement strategies to retain your current customers – and grow their business with your organisation!

...and much, much more!

WHO SHOULD ATTEND?

This master-class has been researched with and designed for Directors, Managers, Senior Vice Presidents, Vice Presidents, Specialists, Officers, Leaders and Consultants of:

- Customer Service
- Marketing and Sales
- General Management
- Corporate Communications
- Human Resources
- Employee Relations
- Strategic Planning
- Corporate & Brand Identity
- Brand Development
- Brand Management
- Internal & External Marketing
- Business Development
- Public Relations
- Integrated Marketing
- Communications
- Training and Development
- And all those interested in transforming their business

ABOUT SCOTT MCKAIN

Scott McKain is the Co-founder and Principal of the Value Added Institute, a think-tank that examines the role of the customer experience in creating significant advances in the level of client loyalty. He has been honored with induction into the "Professional Speakers Hall of Fame" – and is a member of the "Speakers Roundtable," an elite group of twenty business speakers considered by many to be among the best in the world.

Scott McKain has authored three #1 best-selling business books. His latest, "Collapse of Distinction: Stand Out and Move Up While Your Competition Fails" was named by over thirty major publications in the United States as one of the "Ten Best Business Books of 2009." "ALL Business is Show Business" reached the #1 spot on Amazon.com's list of business best-sellers and was released globally in several languages. "What Customers REALLY Want"," received rave reviews and top charts ranking. Its groundbreaking examination of the "Six Major Disconnection between Customers and Organisations" has made a significant impact in the manner in which companies approach their client and prospect bases. His latest book "The Ultimate Customer Experience", has recently been released in Asia.

McKain's programs capture the ideas that formed one of the America's "fastest growing companies" (according to a nationality-respected business publication), where he formerly served the then-publicly traded corporation as Vice Chairman. From over 7,000 nominated, he was recently honored by his home state of Indiana in the United States as one of ten "Hoosier Heroes" -- exemplifying the best in business and commitment to philanthropy.

The Governor of California, Arnold Schwarzenegger, personally selected Scott McKain to be the speaker and emcee of the "Great American Workout" held on the White House lawn, telecast live on NBC's "Today" show and attended by then-President George Bush.

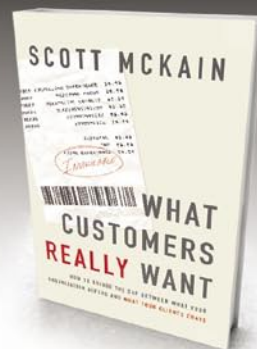
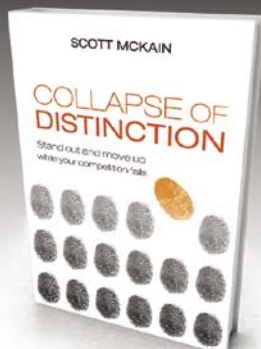
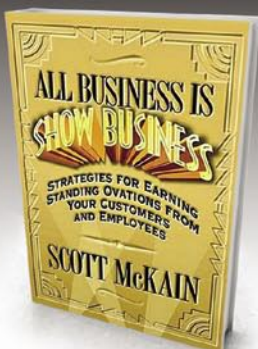


Reached the #1 spot on Amazon.com's list of business bestsellers

Voted as one of the Ten Best Business Books of 2009

Received rave reviews and top charts rankings

Newly launched book in Asia



Also known as "Stand Out and Move Up" in Asia

REGISTRATION FORM

4 Easy Ways to Register

1. **Telephone:** +65 6938 1069
2. **Fax:** +65 6722 0739
3. **E-mail:** info@shirleytaylortraining.com
4. **Mail:** Mail completed form with payment to:
ST Training Solutions Pte Ltd
54 Duchess Avenue, #01-04 Duchess Crest,
Singapore 269198

Methods of Payment

1. Please cross cheque or bank draft made payable to ST Training Solutions Pte Ltd and mail your payment together with this registration to the above mentioned address.

2. By telegraphic transfer into the account of **ST Training Solutions Pte Ltd** which is:

Bank Name: United Overseas Bank

DBS Account No: UOB 341-300-9020

Bank Code: 7375

Branch Code: 020

Swift Code: UOVBSGSG

Your Investment

Country & Date	Super Early Bird Bef. 30th Aug	Early Bird Bef. 01st Oct	Regular Aft. 02nd Oct
Singapore: 3rd November 2010	SGD480	SGD580	SGD680

- * The fee includes lunch, refreshments and conference documentation.
- * Enjoy a group discount of 10% for 5 or more delegates and a group discount of 15% for 10 or more delegates registered at the same time from the same organisation and of the same billing source.

Important Notice: Payments are required with registration and must be received prior to the conference to guarantee your place. Walk-in delegates will only be admitted on the basis of space availability at the conference and with immediate full payment.

Cancellations & Transfers

- * If you are unable to attend, a substitute delegate is welcomed at no extra charge. Regrettably, no refund can be made for cancellation received after **20th October 2010**.
- * The organiser reserves the right to make any amendments and/or changes to the programme, venue, speaker replacement and/or topics if warranted by circumstances beyond its control.

Date: 03 November 2010 | Time: 8.00 am - 5.00 pm
Venue : Novotel Singapore Clarke Quay Hotel, Singapore

Individual/Group Registration

Name:(Dr/Mr/Mrs/Ms): _____

NRIC/Passport No: _____

Designation: _____

Company: _____

Address: _____

Postal Code: _____ Telephone: _____

Email: _____ Mobile: _____

Number of delegates: _____

Names of delegates: _____

Payment Options

Please tick option boxes accordingly

Cheque
(Cheque should be crossed , marked 'A/C payee only and made payable to (ST Training Solutions Pte Ltd)

Telegraphic Transfer
Please use the above mentioned details for the account information.

Invoice Request
Tick the box if you require the invoice to be sent to your company for payment. Invoice request is only for individuals sponsored by their companies. No invoice will be issued for non-corporate registration. Only receipts will be issued for non-corporate registrations.

Send your registration form to:
ST Training Solutions Pte Ltd
54 Duchess Avenue, #01-04 Duchess Crest,
Singapore 269198