



MPI-Wisconsin Chapter Education and Fundraiser

Thursday, March 19, 2015
The Osthoff Resort
 Elkhart Lake, WI



meet
with MPI



learn
with MPI

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*“Sing us a Song, You’re the Piano Man……
 Sing us a Song Tonight”*

Please join us in Elkhart Lake at The Osthoff Resort for an afternoon education session and an unforgettable evening fundraiser including delectable food prepared by the resort’s award winning culinary team, dueling pianos, cocktails, silent auction and raffles!

Presenter Theresa Syer will deliver a high energy keynote on [The Wow! Experience](#) and you wont want to miss out on this occasion to participate in **Ted Oliver Productions Dueling Pianos** and raise funds for our MPI-Wisconsin Chapter. Our chapter is full of lively, spirited individuals who will get the opportunity to build great memories together singing and swaying with the dueling pianos.

[Click to view March Promo Video!](#)



Theresa Syer

Fundraiser and Reception

Have you ever been to WEC? Do you want to go and save yourself or your company money? Now is your chance! There are a number of silent auction opportunities available including; registration to the MPI-WEC conference (\$799 Value) in San

Francisco, Geocaching Program for 8 (\$1,000 value) and 3 hour boat cruise for 6 on Lake Geneva are just a few ways to show ROI for your company by saving money and potentially offering an alternative to the same old Team Building! These are just a few of many great silent auction prizes that will be available at the MPI Wisconsin Chapter

March Fundraiser. Be sure to look at all the auction items, while encouraging the Dueling Pianos to play your favorite songs!!



While you are enjoying the charismatic styling of the Dueling Pianos, be sure to enjoy one of the many scrumptious food stations set up to ensure you don't leave hungry! These food stations, specifically created by the Osthoff's executive chef, are sure to please any palette and include Asian, Risotto, Dessert, Garden and Carving station! All of this and an opportunity to network with your fellow industry peers don't miss out on this great opportunity! Register now!!



If you have any questions about this upcoming event or you are interested in donating any items, please feel free to contact Tamara Putney: tputney@derse.com or Brandon Smith: bcsmith@levyrestaurants.com. The team has a special interest in items with a music or entertainment theme but will gladly accept all donations of any kind to raffle.

Agenda

Thursday, March 19, 2015

The Osthoff Resort
Elkhart Lake, WI

— AM —

10:30 - 1:30 **Board of Directors Meeting**

— PM —

1:30 - 2:30 **Registration & Tours**

2:30 - 4:30 **The WOW! Experience - Theresa Syer**
Education Session & Round Table Discussion



4:30 - 5:00 **Reception & Silent Auction Opens**

5:00 - 8:00 **Dinner, Fundraiser & Dueling Pianos**

6:30 **Raffle Tickets Drawn, Silent Auction Closes, Dualing Pianos Begin!**

Event Pricing

Member: \$50 (\$60 after 3/13/2015)

Non-Member: \$60 (\$65 after 3/13/2015)

Student Member: \$30 (\$40 after 3/13/2015)

The Wow Experience!

- Theresa Syer

CIC Information

CMP-IS Domain:

Clock Hours:

Good service is no longer good enough. In order to ensure long term profitability, customer loyalty and advocacy, you must be delivering a consistent experience that WOW's your customer at every touch point. So many companies make this their brand promise but fail to deliver on it.

This high energy keynote focuses on a 5 Step Approach to Creating the WOW Customer Experience and identifies the benefits of making memorable emotional connections. It's about how you made them feel!

This session will motivate you to a different level of understanding when it comes to the best of the best in service. You'll now focus solely on the emotional connection and mastering the subtle details. Learn to turn ordinary into extraordinary!

Your customers will be highly satisfied resulting in positive word of mouth, social media praise, high profits and high advocacy! The opportunity is there; act on it!

KEYNOTE HIGHLIGHTS:

1. Understand the difference between great service and a 'wow' customer experience
2. Discover the 5 Step Approach to Creating the WOW Customer Experience
3. Identify the driving principles, processes and practices that generate consistent customer engagement, loyalty and significant brand equity. You'll take away tips and techniques for immediate implementation of new actions.
4. Identify the benefits from being experiential including; enhanced revenues, customer loyalty, advocacy and social media support.

Speaker Bio:

Theresa Syer is one of today's most influential voices on Creating Renowned Customer Experiences. As a sought after professional speaker, Theresa dazzles her audiences with insight and advice on the subjects of exceptional service standards and development of the Customer Experience.

Her messages are delivered in an entertaining, clear and concise fashion. Her vibrant, often humorous addresses will leave you and your associates with renewed energy, insight and confidence; sure to provoke change from within. Theresa promotes a more holistic approach to customer retention leading you down the path of customer centricity and creating WOW customer experiences—it's about the emotional connection and how you make the customer feel. The result...a blended solution reaching far beyond the current Branded Loyalty or Reward Programs resulting in not only better customer retention but additional customer expenditures, loyalty and advocacy.

A successful entrepreneur, Theresa is the founding partner of the Syer Hospitality Group Inc., leading experts in Customer Experience Management. She is at the forefront and cutting edge of her discipline. She is a catalyst in expanding leadership focus from the tactical issues of customer service to the much wider and strategic issue of customer centric transformation. Her strategies and methodologies convert organizations from product or service driven models to that of customer centricity.

Theresa has worked with some of North America's most respected brands including, Four Seasons, Fairmont, InterContinental, Sheraton, Westin, Bayer Corporation, Standard Life, Remax, Mercedes Benz and The Calgary Stampede, to name a few. A former Director of Sales & Marketing with Sheraton Hotels, and Regional Director of Sales

& Marketing for GGS Holdings Inc., an international hotel management firm. Her honours include Sheraton Hotels Sales & Marketing Award and a prestigious Lifetime Achievement Award. Theresa was also recognized with the Global Speaker Federations distinguished CSP (Certified Speaking Professional) designation. It is the speaking profession's international measure of professional platform competence. Less than 10% of the 5000 speakers in 27 countries hold this distinction.

Theresa's unapologetic optimism and passion for the hospitality industry allows her to deliver a powerful message on the importance of being Customer Centric. She thoroughly inspires and invigorates teams to shake off mediocrity, master the customer experience and out shine the competition!

Location, Map, and Lodging

The Osthoff Resort
101 Osthoff Avenue
Elkhart Lake, WI
Phone: (855) 671-6870
[Property Website](#)

Cut-off Date: March 8, 2015

Room Rates: \$99.00 or \$135 for Two Bedroom Suites

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Registered Users:

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