



**The Art of "Surprise and Delight"
and Implementing it into your Event Career**

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Agenda

- In today's session, we will discuss:
 - How Fortune 500 companies improve customer acquisition and retention
 - When to implement it, from meetings with prospects to off-season surprises
 - How "Surprise and Delight" fits in a fast-paced world, with a busy workflow





Learning Objectives

- During this session, attendees will learn to:
 - How to make a lasting impression with clients- prospects and booked
 - How to implement Surprise and Delight into vendor-to-vendor relationships
 - Implement the top tools to incorporate Surprise and Delight into our workflow









Why Surprise and Delight?

- Increase in Value
- Increased Customer Engagement

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“More than half of shoppers say they would pay a higher price for the customer experiences they value most.”

Synchrony Financial

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Why Surprise and Delight?

- Bounce back from a crisis
- Uptick on referrals

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"61% of consumers would tell friends and family about their experiences."
Verint

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Why Surprise and Delight?
Brand Loyalty
****EXAMPLE HERE****

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Ready, Set, Go!

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What are your strengths?

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Catering

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Rentals

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Photography

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Identify your target audience's time of need

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Based on your client's point of view, what are key opportunities you can leverage?

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NO MORE GREAT IDEAS DOWN THE DRAIN!

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Collect the necessary information- over time (aka don't be creepy about it)

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Summary

- In the world of hospitality, the maintenance of meaningful relationships with customers and vendors alike is imperative
- Surprise and Delight marketing allows for memorable and lasting impressions
- With a few simple tools in place, your Surprise and Delight strategies can easily fit into your busy workflow

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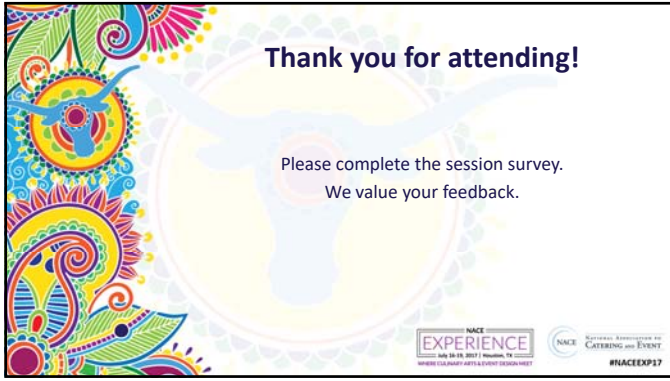


Q&A

• Continue the conversation!

- Follow @NACENational, use hashtag #NACEEXP17

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Thank you for attending!

Please complete the session survey.
We value your feedback.

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