



Leveraging Your Authenticity to Close New Opportunities

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Perception Vs Reality

- How can you tell the difference?
- What can be done to change perceptions?
- Know who you are
- The Importance of Authenticity
- Turning Whys into Why Nots

Missing Opportunities

- The Big One that Got Away
- Tracking Lost Business
- Proactive vs Reactive
- Watch for Flags
 - Flexibility is Key

Customer Feedback

- Value of knowing what customers think
- Learn from hits and misses
- Using the data collected to make changes
- It's just business – Remove any emotion from the exercise
- Taking the Extra Step – Listen and Change

What do you need to do to get the feedback you need?

Be Open to the process

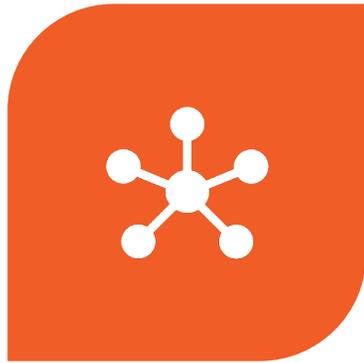
Be Timely

Ask the right questions

Record the details

Agree on next steps

Building Partnerships



EXPANDING
YOUR NETWORK



CREATING A
BUZZ



BUILD LOYALTY
AND BRIDGES

Tools & Strategies



Power of Data Driven Intel



Profile Leads & Membership



AI



Surveys



Sizzle Video



Loyalty Programs

Real Life Examples

- Brainstorm different situations
- Example of a weakness
- How is it impacting business?
- How do you know it is a weakness?
- What options exist to turn into a memorable experience for customers?

