

## **Creating World-class Customer Advocacy**

We think the better our venue, the better our performance, the more we become valued. Yet, often the opposite is true - the better our performance, the more invisible that performance becomes - to everything but bad news. In fact, instead of our perceived value going up when we do a good job, it actually declines as customers and attendees to events take our great performance for granted.

This is a concept called The Paradox of Excellence. Visionary, Strategist and co-author, Michael Weissman presents an entertaining, exciting and revolutionary new way to think about marketing communications. Through stories, examples, videos and more, Michael clearly and quickly explains why The Paradox of Excellence happens and how by overcoming this common problem, organizations can finally create the customer advocacy they've always wanted.

Audiences all rave about how Michael inspired them to think differently and finally become more highly valued by everyone. Here are what attendees have said about Michael's Paradox of Excellence talks:

"A great presentation." VP Marketing, Service company

"Style, wit (must have, to get audience buy-in), and a truly thought-provoking subject" - VP, Customer Service, Insurance company

"If you ever have a chance to hear him in person, you are in for one wonderful performance" - Director, Non-profit

"I loved your presentation" - Vice Provost, Business School