



Symposium: An Introduction to Service Excellence

Thursday, October 13, 2016, at The Ritz-Carlton, Naples

AGENDA

7:30 to 8:30AM.....Registration & Breakfast

8:30 to 8:45AM.....Welcome

8:45 to 9:30AM.....**Culture, Where the Journey Begins**

How a strong culture creates a sustainable environment for service excellence

9:30 to 10:00AM.....**The Civility-Service Equation**

How The Ritz-Carlton utilizes a few basic principles to create an atmosphere designed for customer service excellence

10:00 to 10:20AM.....**Activity**

10:20 to 10:50AM.....Break

10:50 to 11:20AM.....**Piloting a Course to Employee Engagement**

How leaders set the flight path for employee engagement

11:20AM to 12:00PM.....**Building a Strengths-Based Culture**

The seven most critical aspects for building a strengths-based culture

12:00 to 1:00PM.....Lunch & Networking

1:00 to 1:30PM.....**Positive and Lasting Imprints**

How The Ritz-Carlton turns every interaction into a defining moment

1:30 to 2:00PM.....**The Art of Apologizing**

How to craft a genuine apology

2:00 to 2:30PM.....**Activity**

2:30 to 3:00PM.....Break

3:00 to 3:45PM.....**The Ritz-Carlton Executive Panel**

- **Kate Monahan**
Market Vice President
- **Bruce Seigel**
Area Director Sales & Marketing
- **Allison Sitch**
Vice President, Global Public Relations

3:45 to 5:00PM.....Networking Reception