

Thursday, October 26, 2017  
Session I: 9:30 am – 11:00 am  
Session II: 1:30 pm – 3:00 pm  
Session III: 5:00 pm – 6:30 pm

# Surprise! The Secret to Guest Loyalty

## FREE CUSTOMER SERVICE TRAINING



### Dr. Vincent Magnini

Dr. Vincent Magnini was recently ranked as one of the top 12 most prolific hospitality researchers worldwide and holds editorial board appointments on all of the top-ranked research journals in the field. Further, he is a U.S. Fulbright Scholar. He has published six books and more than 150 articles and reports. Dr. Magnini has also been featured on National Public Radio's (NPR) *All Things Considered*, *With Good Reason*, *Pulse on the Planet* and cited in the *New York Times* and *Washington Post*.

Dr. Magnini's consulting activities often include strategic marketing plans, feasibility studies, economic impact analyses, and executive education seminars.

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Modern guests are bombarded with information from every angle. In response to this information overload, they often tune-out large portions of what is happening around them. Learn how to gain guests' full attention and find ways to surprise them during transactions.

### TRAINING HIGHLIGHTS

- How to generate low/no cost guest surprise tactics
- How to orchestrate and deliver surprise tactics using teamwork
- How to foster a culture in which new and creative surprise tactics are continually derived and implemented

**SESSION I**  
CLICK TO REGISTER

**SESSION II**  
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**SESSION III**  
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For the direct registration link, please go to

Session 1: <http://tinyurl.com/17FallCSTrainingSession1>

Session 2: <http://tinyurl.com/17FallCSTrainingSession2>

Session 3: <http://tinyurl.com/17FallCSTrainingSession3>

Registration problem? Contact: Rita Bond at 757-826-3327

### TRAINING INFORMATION

**Date:** Thursday, October 26, 2017

**Time:** Session I: 9:30 am – 11:00 am  
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**Location:** The Mariners' Museum and Park  
100 Museum Drive, Newport News, VA 23606  
(Use business entrance)

**Cost:** FREE!