



## Institute's E.D. comments on customer experience management



Toronto, Ontario  
March 25<sup>th</sup> & 26<sup>th</sup>, 2015

Grant Lee, FCInst.M., RPM commented on customer experience management following a summit hosted by the Strategy Institute in March, 2014. See the Institute's YouTube channel at <https://www.youtube.com/watch?v=aVRX-9LoA8o>

A Strategy Institute conference is for gaining specific industry knowledge while networking with peers. Strategy Institute conferences identify challenges and provide expert solutions for business leaders in targeted topic areas. In today's rapidly changing, information intensive environment, Strategy Institute events provide 100% up to date, market-driven industry information and knowledge, delivered by worldwide leaders.





The Strategy Institute holds more than 40 educational conferences and seminars annually. These programs provide timely analysis from top experts of the complex issues facing executives and professionals today.

The Canadian Institute of Marketing partners throughout the year in sponsoring Strategy Institute events. The next summit is scheduled for March 25 and 26. Details of the summit and discounts to members of the Institute will be distributed closer to the date. See <http://www.customerexperiencecanada.com/>