

L'Institut **Canadian** du Marketing

The **Canadian** Institute of Marketing

excellence in professional development

Fourth Annual

Customer Experience Strategies Summit



March 25th & 26th, 2015 | Toronto, ON

The 4th Annual Customer Experience Strategies Summit being held at The Westin Harbour Castle Toronto features customer service innovators at top organizations across North America and the globe. Filled with practical implementation insights, this event provides decision-makers with essential CX tools to exceed customer/client expectations and unlock hidden revenues.

In an intimate setting, senior executives have the rare opportunity to exchange peer best practices. Attendees will gain the ability to elevate customer experience to the next level for their unique brands.

The Canadian Institute of Marketing is a sponsor of the summit. See comments by the Institute's executive director, Grant Lee, FCInst.M., RPM on customer experience management following the summit hosted by the Strategy Institute in March, 2014.

<https://www.youtube.com/watch?v=aVRX-9LoA8o> Lee's comments start at the at the 3:48 mark.

This is an event that is worth the investment. Register at:
www.CustomerExperienceCanada.com

www.professionalmarketer.org