

Please Join Us For

ENGAGING CUSTOMERS SEMINAR

HOW TO BUILD RETENTION & LOYALTY

Thursday, December 15, 2011

8:30 am - 10:30 am

Orlando Museum of Art

2416 North Mills Avenue

Continental Breakfast Provided

Ask the Experts:
Local Marketing Executives'
Views on Client Retention



Kelly Lafferman, a leader in innovative marketing, brand and communication strategies, will moderate a panel of local marketing executives. Learn from a diverse group of businesses about:

- Their Company Philosophies on Customer Loyalty
- Successful Customer Retention
- Recent Changes They've Seen in Customer Priorities
- What Sparks Their Loyalty to a Company

Strategic Loyalty Marketing



Most companies find that customer retention leads to greater profitability. Not only is it easier and less expensive to sell to existing customers, your loyal customers become a valuable referral source for growing your business.

Tony Pupo, President of Logogram, Inc., will share strategies for implementing a successful customer incentive program. You will learn about research related to incentive programs and specific examples of how to identify incentives that will have the greatest impact on your customer.

**R.S.V.P. by
December 12th
Vicki Eckrich
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