

**Center for Services Leadership
Sponsorship Overview
Compete Through Service Symposium
October 26-28, 2018
wpcarey.asu.edu/symposium**

ASU **W.P. Carey**
School of Business
Arizona State University

Center for Services Leadership

The Center for Services Leadership



Center for Services Leadership

Our vision

To be the premier self-sustaining and cross-disciplinary university center devoted to what is now, next and after-next in service research and education.

Our purpose

To make a positive difference in how the world is served.

Our overall approach

Bringing the science of service to life by connecting academic, industry, and societal leaders, in community, to discover and unleash the power of service(s).



Who We Are

The Center for Services Leadership is a groundbreaking research center within the W. P. Carey School of Business at Arizona State University that concentrates on expanding service innovation by combining the latest scientific insights from the academic world with the best of business strategy in the real world.

The CSL was created in 1985 as a response to the unique set of challenges that companies faced. While others were focusing on products and manufacturing enterprises, the CSL pioneered the study of service. Today, the Center is globally recognized authority and thought leader in the science of competing strategically through the profitable use of service.

Core Strategies

- To conduct and support relevant, meaningful, and rigorous research to advance the science of service across disciplines.
- To provide access to knowledge and knowledge transfer related to the science of service for professionals and students (UG, Masters and PhD).
- To connect and facilitate productive relationships among academic, industry and societal leaders to advance the theory and practice of service.
- To secure current self-sustaining financial model and continue to contribute financially to WPC and ASU.

Key Activities and Partnerships

- Student Education
- Problem-Focused Research
- Executive and Professional Development
- Corporate Membership

For More Information

Please visit <http://wpcarey.asu.edu/csl>

Our values: **Excellence, Integrity, Impact, Community**

Compete Through Service Symposium

The Annual Compete Through Service Symposium

“is the gathering of the lions, the place where the best come to learn from one another.”

Dale Dauten, Nationally Syndicated Columnist



Compete Through Service Symposium

What is the Compete Through Service Symposium?

This unique, annual learning experience was **designed by the Center for Services Leadership**, the country's leading and most respected academic research center focused on the subject of services. The Symposium has a **proven track record** of providing executives with effective tools to enable their companies to **compete through the strategic use of service**.

The event gathers together **senior executive speakers** from a variety of industries who provide **mini-case studies** in services innovation. We combine them with **academicians and thought-leaders** who show the broader perspective. The event brings the over 250 senior-level participants attendees **out of their industry myopia** and generates **fresh ideas on how to infuse customer-focus** in their organization.

Why Should Your Organization Sponsor?

Sponsorship of the "Compete Through Service" Symposium offers a tremendous opportunity to support the work of the Center for Services Leadership, while **affiliating your organization with the leading university program in services**.

Put your marketing dollars to work with one of our cost-effective sponsorship packages. You'll **gain exposure to over 250 services thought leaders** at the event, plus many more through our marketing campaign.

By sponsoring the event, your company also **makes it possible for us to offer generous discounts rates for non-profits** and universities and keep our general tuition rates very competitive. Further, the profits from the Symposium represent a **substantial source of funding for the work of the Center throughout the year**. You will also be able to use a portion of your sponsorship investment as a **tax deductible contribution**.

The amount of exposure your firm receives will depend on the level of sponsorship.

Compete Through Service Symposium

Marketing Reach

Your organization will receive positive exposure in its affiliation as a sponsor of the Compete Through Service Symposium in various ways. The Center promotes the Symposium via a variety of channels such as email campaigns, social media, and content marketing via the CSL blog. We also place an advertisement in the W. P. Carey School of Business' Alumni magazine, which has over 70K direct mail subscribers, and over 100K electronic subscribers.

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Compete Through Service Symposium

Event Basics

WHEN: October 24-26, 2018

AUDIENCE: Leaders in service excellence who are committed to a focus on the customer and the advancement of service strategy and leadership; over 50% VPs or higher from across all industries such as retail, hospitality, healthcare, technology and technical services, financial services, and manufacturing.

PROGRAM HOST: The Center for Services leadership, a groundbreaking research center within the W. P. Carey School of Business at Arizona State University that concentrates on expanding service innovation by combining the latest scientific insights from the academic world with the best of service strategy in the business world.

FORMAT: Series of general session and keynote speakers. In addition, we will be devoting a portion of the Friday morning of Symposium to roundtables and lightning talks. The roundtables will consist of three 20-minute sessions on any services topic. The lightning talks will be between five to seven minutes long and will be on any services topic. (With very limited, if any, slides.)

LOCATION: The Hilton Scottsdale Resort and Villas
Scottsdale, Arizona

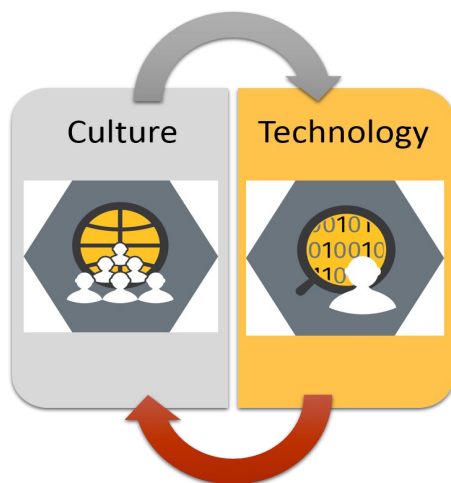
WEBSITE: <http://wpcarey.asu.edu/symposium>

Contact:

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Compete Through Service Symposium

Symposium Content Themes for 2018



Compete Through Service Symposium

Tech that Propels the Future of Service and Mastering Service Culture

Tech that Propels the Future of Service – Implementing and managing technological resources and tools is essential for any organization. In our

age, the tech environment is constantly changing. At CTS, we will explore how technology – especially disruptive technologies – and data will be shaping the landscape of the service world. We will look at how tech both drives and elevates existing services as well as how it creates entirely new service offerings and businesses.

Mastering Service Culture – Despite ever changing technology, culture remains at the heart of any service business. Without a strong service culture and the people dedicated to uphold it, service experiences will fail. Technology can be bought, but culture must be built over time, and often is hard to imitate. People are also a company's most important asset and a major source of competitive advantage. CTS will provide insights, cases, and tools on how to recruit, train, retain, and LEAD people in order to grow and cultivate a true culture of service within your organization.

Compete Through Service Symposium

Attendee Demographics

The Symposium is comprised of approximately 250 leaders from Fortune 500 to entrepreneurial firms from many industries, including health, IT, telecom, financial services, manufacturing, entertainment and travel, etc.

Our attendees are senior and emerging executives – Over 65% of Symposium attendees are classified as CEO, President, Executive Vice President, Senior Vice President, Director, or key managers. More than 65% work in B2B settings.

Our attendees are key decision-makers from diverse functional areas: marketing, operations, human resources, etc. The Symposium features both a national and global representation of attendees.

An attendee list from past events is available upon request.

Compete Through Service Symposium**Symposium Sponsorship Opportunities**

Benefits	Presenting	Chairman	Executive
Logo on all print and digital marketing materials listed as Presenting sponsor	✓		
Logo on front cover of brochure	✓		
Prominent logo display on site on stage and on signage at event as Presenting sponsor	✓		
Company rep to provide welcome remarks as Presenting sponsor during event opening	✓		
10 Program Registrations*	✓		
Company name in all direct marketing/promo pieces	✓	✓	
Company logo on back cover of Symposium brochure	✓	✓	
Company logo on stage backdrop	✓	✓	
Company logo on attendee folder cover	✓	✓	
Two program registrations (in addition to board member)		✓	
One additional program registration for a guest outside the member company (client, vendor)	✓		
Company rep to introduce a speaker or provide a brief welcome during a sponsored event		✓	
Recognition on the home page and Sponsor's page of the Symposium website with a link to your company	✓	✓	
Company name in Symposium brochure interior page	✓	✓	✓
Verbal recognition from the podium during the Symposium	✓	✓	✓
One page ad in the Sponsorship booklet	✓	✓	✓
First right of refusal for subsequent sponsorship at next year's Symposium	✓	✓	✓
	\$73K	\$23K	\$9.75K

* Additional seats at greatly reduced price

Compete Through Service Symposium

Past Speakers Include

Captain Chesley “Sully” Sullenberger

Mike Gathright
Director, Americas Customer Service
Amazon

Derrick Hall
President & CEO
Arizona Diamondbacks

Roy Vallee
President & CEO
Avnet, Inc.

Fred Reicheld
Bain Fellow, Author of *The Ultimate Question 2.0*
Bain and Company, Inc.

Bernie Clark
Senior Vice President,
Schwab Advisor Services
Charles Schwab & Company

John Beuerlein
General Partner , Client Service Excellence
Edward Jones

Greg Manganello
Senior Vice President Services
Fujitsu Network Communications

Bob Parsons
CEO
GoDaddy

Ray Barton
Chairman
Great Clips

Rich Teerlink
Former Chairman, President and CEO
Harley-Davidson, Inc.

Gary Loveman
President and CEO
Harrah’s Entertainment

Len Schlesinger, Ph.D.
Vice Chairman & COO
Limited Brands, Inc

Lara Lee
Senior Vice President
Customer Experience Design
Lowe’s Companies, Inc.

Julie Moll
Senior Vice President, Portfolio Strategy
Marriott International

Nathan Estruth
Vice President and General Manager,
Procter & Gamble

Randy Wootton
Vice President, Customer Success
Products
Salesforce

David Ridley
Senior Vice President, Marketing and
Revenue Management
Southwest Airlines

Jim Haworth
EVP, Operations
Wal-Mart Stores, Inc.

Contact Information

For Questions and Next Steps:

Visit the Website: <http://wpcarey.asu.edu/symposium>

Please contact:

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