



2018 Compete Through Service Symposium



Center for Services Leadership

Event schedule

Follow the Symposium Twitter Feed at #cts_asu

CSL Twitter: @WPCCSL

GENERAL SESSIONS General Sessions in the Grand Ballroom	Time	Wednesday, October 24, 2018 TECH THAT PROPELS THE FUTURE OF SERVICE	Time	Thursday, October 25, 2018 MASTERING SERVICE CULTURE	Time	Friday, October 26, 2018 SERVICETHINKTANK
	12:30 - 1:30p	Registration and Ballroom Opens	7:45 - 8:30a	Breakfast Registration and Ballroom Opens	7:45 - 8:30a	Breakfast Registration and Ballroom Opens
	1:30p	Opening Announcements	8:30a	Opening Announcements Steve Carani <i>Principal, Service Division</i> Edward Jones	8:30a	Opening Announcements
	1:30p	Symposium Welcome Julie Tomich <i>Senior Vice President and GM Global Commercial Services American Express</i>		Would You Do That To Your Mother? Your 5-Step Guide to Customer Experience and Culture Transformation Jeanne Bliss <i>President Customer Bliss</i>		The Story Behind Wall Street Journal's Management Top 250 Lawrence A. Crosby, PhD <i>Chief Data Scientist</i> KH Moon Center for a Functioning Society, Claremont Graduate University
		Rewire Business with Blockchain to Drive New Value Jason Kelly <i>General Manager IBM Blockchain Services</i>		Panel: Mastering Service Culture: How Top Performing Organizations Make it Happen Michael Mokwa, PhD, <i>Panel Moderator</i> Pat Tillman Foundation Distinguished Professor of Marketing Arizona State University		Round Table Discussions
				Break		Break
		Emerging Technology and Customer Value Creation Sherry Sanger <i>Senior Vice President Marketing Penske Truck Leasing</i>		Using a Service Champion Mentality to Prepare for Takeoff Edward Dolanski, <i>President of U.S. Government Services Boeing Global Services</i>		Lightning Talks
		Break		Morning Recap		Morning Recap
		<i>(Schedule continues on reverse ...)</i>	12:00 - 1:00p	Networking Lunch (Pavilion Tent)	12:30p	Key Insight Sharing and Program Wrap Program Concludes

Executive Sponsors





GENERAL SESSIONS, CONTINUED	Time	Wednesday, October 24, 2018	Time	Thursday, October 25, 2018	Day, Time	BOARD MEMBER ACTIVITIES (By invitation only)
		Conquering our Chronophobia: from Fear of the Technological Future to Confronting the Elephant in the Room Charlie Oliver <i>Founder and CEO</i> TECH 2025 and Served Fresh Media, LLC	1:00 - 2:15p	Breakout Session 1 (Please choose one to attend.) <i>See below for details.</i>	Wednesday, 7:30 - 8:00a	Board Member Breakfast (Sonora A/B)
			2:15 - 2:30p	Break	Wednesday, 8:00a - noon	Board Member Meeting (Sonora A/B)
			2:30 - 3:45p	Breakout Session 2 (Please choose one to attend.) <i>See below for details.</i>	Wednesday, 6:00 - 8:00p	VIP Dinner (Kiva Ballroom)
			3:45 - 4:00p	Break	Thursday, Noon - 1:00p	New Board Member Lunch (Fleming's Prime Steakhouse, Hilton Scottsdale Resort & Villas)
		Afternoon Recap		Composing Your World Kai Kight <i>Classical Violinist, Innovative Composer</i> Named Top 12 Speaker of the Year	Friday, 1:30 - 5:15p	Faculty Network Meeting (Sonora A/B)
	5:00 - 6:30p	Networking Reception (Kiva Patio)		Wrap Up and Announcements		
		5:15 - 7:00p	Networking Reception (Pavilion)			

Follow the Symposium Twitter Feed at #cts_asu | CSL Twitter: @WPCCSL

BREAKOUT SESSIONS

All breakout sessions are on Thursday afternoon, and each runs twice.

BREAKOUT SESSIONS Each runs for Session 1 and Session 2	Track		Breakout Session Title	Presenters	Location
	 Breakout Track 1 TECH THAT PROPELS THE FUTURE OF SERVICE	A	Technology and Talent, Process and People, Culture and Compliance – Can Digitizing Business Operations Help Humanize the Customer Experience?	Donna N. Peeples <i>Chief Customer Officer</i> Pypestream	Sonora A
		B	Elevating the Service Desk through AI	Doug Tracy <i>Chief Operating Officer</i> Milestone Technologies, Inc.	Sonora B
	 Breakout Track 2 MASTERING SERVICE CULTURE	C	The Pinwheel	Terry Cain, <i>Principal</i> Pinwheel Partners with Steve Church, <i>Principal</i> Pinwheel Partners	Sonora C
		D	Creating Extraordinary Customer Experiences in Deliberately Developmental Organizational (DDO) Cultures	Charlie Tombazian, <i>President</i> Innovative Strategies, LLC with Peter Green, <i>Principle Leadership Development Coach</i> Agile for All	Sonora D
E		You Can't Lead if You Can't Communicate! Using Structured Thought to Lead Through Compelling Stories	Mike Figliuolo <i>Managing Director</i> thoughtLEADERS, LLC	Salon IV	

Executive Sponsors

charles SCHWAB

Edward Jones®