

SOCAP and Michael Edwardson invite you to

Emotionworks®

Understanding and Working with Emotion in Business ©™

Workshop Objectives

Customer Experience Management is the new competitive arena and source of sustainable competitive advantage. Creating and managing the Customer Experience will be critical for companies who want to differentiate themselves and maximise the lifetime value of their customers. The Customer Experience is created through both the physical and the psychological, and most importantly the emotions experienced by customers and within the organisation.

This workshop introduces participants to “Emotionworks® - Understanding and Working with Emotion in Business©™”, a practical and cutting edge introduction to the Emotions in Customer Experience Management.

Who Should Attend?

Marketing, Customer and Human Resource Managers who want to be ahead of the competition and lead their companies with the latest thinking that will create differentiation and competitive advantage.

Program Topics

This exciting and leading edge half day workshop explains the essentials of Customer Experience Management and then takes participants through the six critical areas of Emotion in Business that need to be understood and managed across the organisation.

- **Customer Experience Management**
 - **Consumer Emotion**
 - **Emotions in Organisations**
 - **Emotion and Leadership**
 - **Emotional Labour**
 - **Emotional Intelligence (the latest thinking) and Emotional Competence**
 - **Emotions and Well-being**

Workshop Leader

Michael Edwardson is Australia's foremost expert on Emotions In Business. He is a registered psychologist, lecturer in Services Marketing and Organisational Behaviour at the University of NSW and he is Managing Director of Psychologica, a corporate and consumer psychology consultancy. Michael is at the forefront of thought leadership in Customer Experience Management and Emotions in Business in Australia.

Over the past six years he has published, appeared or been cited in over 60 articles, book chapters, conference papers and radio interviews on consumer emotions, the customer experience, and consumer psychology.

Some comments from previous workshops and courses are:

"Thanks for a great course...not only did I learn things that I will use for a long time but I had an enjoyable time doing it."

"Attentive to participants needs, really tries to invoke interest and succeeds in making the subject matter interesting!...I can seriously say Michael is the best presenter I've had."

"He is interesting and keeps things fun...a great course, I would recommend it to anyone."

"Thank you very much. This has been the most rewarding and enjoyable course. It assisted me personally and I truly got a lot out of it."

"He has a great amount of knowledge and can communicate really well. Funny yet informative. The best presenter I've had and very well respected."

"I have really enjoyed your course and learnt lots too. Overall we really appreciated it."

"He is very practical – relating a highly information based course to real life examples. The sessions were always fun."

"This is one of the most practical and interesting courses I have ever done. I feel it has given me confidence at work and a greater understanding of myself. Thanks."

"Welcomed the high level of interactivity and humour. Also that the speaker appears to be at the cutting edge of the field and was frank about debate on concepts and ideas...great session."

"Very good workshop. Michael is a really good and involving presenter."

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Investment:

\$575 per person including GST

SOCAP member rate \$475 per person, Group bookings \$400 for 3 or more.

Places are limited.

Please complete and fax back the Registration Form by 12th May 2003.

FAX BACK: 03 9650 6630 ENQUIRIES : 03 9650 6005

Emotionworks®

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WORKSHOP ATTENDANCE: (Please choose appropriate workshop)

<input type="checkbox"/>	19 May 2003, Sydney	Deloitte Consulting, 213 Miller Street, North Sydney Registration from 8:30am, Workshop starts at 9am, finishes at 12:30pm
<input type="checkbox"/>	20 May 2003, Melbourne	Deloitte Consulting, 473 Bourke Street, Melbourne Registration from 8:30am, Workshop starts at 9am, finishes at 12:30pm
<input type="checkbox"/>	26 May 2003, Canberra	Deloitte Consulting, Lvl 2, St George Centre, 60 Marcus Clarke St Registration from 1pm, Workshop starts at 1:30pm, finishes at 5pm
<input type="checkbox"/>	27 May 2003, Brisbane	Deloitte Consulting, Lvl 4 139 Coronation Drive, Milton Registration from 8:30am, Workshop starts at 9am, finishes at 12:30pm
<input type="checkbox"/>	29 May 2003, Adelaide	Deloitte Consulting, 190 Flinders Street, Adelaide Registration from 1pm, Workshop starts at 1:30pm, finishes at 5pm
<input type="checkbox"/>	30 May 2003, Perth	venue to be confirmed Registration from 8:30am, Workshop starts at 9am, finishes at 12:30pm

PERSONAL DETAILS: (Please: PRINT CLEARLY)

ORGANISATION:		
ATTENDEES NAME:		
CURRENT POSITION:		
TELEPHONE:		
FAX:		
EMAIL:		
PLEASE LIST ANY SPECIAL DIETARY REQUIREMENTS:		
TAX INVOICE TO BE SENT TO:	NAME	TITLE
	ADDRESS	

\$575 pp **SOCAP member rate** \$475 pp, **Group bookings** \$400 for 3 or more.

PAYMENT DETAILS: (Please choose one option) ABN 20 058 477 017

<input type="checkbox"/>	I enclose my cheque/company purchase order payable to SOCAP for Mail to: SOCAP, 5 th Floor, 167-171 Collins Street, Melbourne Vic 3000	\$
<input type="checkbox"/>	Please charge my Bankcard / Mastercard / Visa / Amex / Diners Card for the amount of	\$
<input type="checkbox"/>	Funds deposited directly to the SOCAP Bank Account BSB: 033 157 Account: 175184 for the amount of	\$

Cardholder's Name: _____

Card Number: _____

Expiry Date: _____ / _____

Cardholder's Signature: _____

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