**CANTO 2nd Annual Marketing Forum**

**Plans for July 30-31, 2015 in Miami, Florida, USA to Post On CANTO Website**

**February 26, 2015**

* **Forum Theme:** Customer Experience Management To Increase Loyalty And Reduce Churn
* **Target Audience**
* Marketing
  + Chief Marketing Officers (CMOs)
  + Vice Presidents of Marketing
  + Directors of Marketing
  + Marketing Managers
* Sales
  + Vice Presidents of Sales
  + Directors of Sales
  + Sales Managers
* Customer Service
  + Vice Presidents of Customer Service
  + Directors of Customer Service
  + Customer Service Managers
* Executives and Managers responsible for:
  + Customer Experience Management (CEM)
  + Net Promoter Score (NPS)
  + Customer Satisfaction Surveys (CSAT)
  + Voice of the Customer (VOC)
  + Customer Journey Roadmaps
  + Customer Retention and Loyalty
  + Churn Reduction
* **Interactive Format for Marketing Forum**
* Chairman/Moderator/Facilitator
* Speakers
* Presentations from Exhibitors/Sponsors
* Networking Coffee, Refreshment Breaks, Lunches, Reception
* Speed Networking Activity
* Interactive Panel Discussions
* Roundtable Discussions
* Case Studies
* Best Practices
* Interactive Customer Issue Resolving Session
* Interactive Wrap-Up Discussion
* **Potential Topics**

1. Exploring The Journey Of Customer Experience Transformation By Establishing And Deploying a Cross-Functional Approach
2. Creating Solutions That Personalize Every Customer Experience
3. Determining How To Redesign And Transform The Customer Experience Across Multiple Channels
4. Is Your Digital Care Strategy Working Hard Enough?
5. Exceed Customer Expectations To Increase Retention And Profitability
6. Establishing How To Inspire Employee Happiness And Engagement To Build A Customer Focused Culture And Wow Your Customers
7. How Do You Leverage The Customer Experience To Drive Sales And Increase ARPU?
8. How Do You Deliver Effective And Empathetic Customer Service Whilst Simultaneously Maximizing Cross-Selling And Up-Selling Opportunities?
9. How Do You Target Your Customers With Upgrades That Will Meet Their Needs, Thereby Improving Their Experience While Maximizing ARPU?
10. How Do You Demonstrate The Link Between The Investment Made In Your CEM Program And An Increase In Customer Profitability?
11. Determining How To Capture The Voice Of The Customer And Use It To Drive Improvements In The Customer Experience To Drive Sales And Increase ARPU
12. How Can You Stimulate Brand Affinity and Improve Your Relationship with Your Customers?
13. How Can You Differentiate Your Brand In An Increasingly Homogenous Market?
14. How Can You Use Your Brand To Establish An Emotional Connection With Your Customers?
15. How Can You Establish And Drive The Relationship Between Customer Experience And Customer Loyalty?
16. Developing A Multichannel Strategy Focused On The Customer Experience That Includes Measuring And Managing Key Performance Indicators and Potential Impact On Loyalty and Financial Results
17. Your Most Valuable Asset Vs Your Biggest Touchpoint
18. How Do You Overcome The Challenges Of Developing Specific Customer Experience Initiatives For All Of Your Customers?
19. Establishing How To Use Your Network Data In Real Time To Proactively Identify And Resolve Your Customers’ Issues Before They Contact You
20. Understanding How To Analyse Your Network Data To Detect When A Customer Is Experiencing A Problem And Proactively Resolve The Issue Before Their Satisfaction Rate Drops
21. Establishing How To Communicate The Resolution To Your Customer In The Most Effective Way?
22. Assessing How To Use Your Data To Better Understand Your Customers And Use This Intelligence To Improve The Customer Experience
23. Establishing How To Radically Improve The Customer Experience Through The Use Of Social Media

**What Is Currently on the CANTO Website**

CANTO – 2nd Marketing Forum

*30th – 31st july , 2015 hyatt regency . miami*

The Marketing Forum is a two day  forum targeting Sales and Marketing  personnel in  the Caribbean and Latin American region.

The CANTO Marketing Forum will be:

* ICT related and broadband specific
* Innovative with the use of highly interactive workshops instead of a series of presentations
* Focused on providing delegates with action-oriented marketing ideas and plans they can immediately implement to provide value to their organizations which will guarantee an attractive ROI from attending this Forum
* Focus not only on the Caribbean region, but Latin America
* The adaption of  new technologies  to  market products and services.
* Discuss  money saving strategies by utilizing  creative ideas
* Encourage delegates to share best practices.
* Facilitate cross cultural marketing
* Guide  delegates on how  to become a more effective executive through interactive sessions