



Creating Memorable Customer Experiences

Creating unique and memorable customer experiences is an important differentiation method for both online and offline brands. These brands' value is heavily reliant upon the relationship developed and maintained from experiences consumers have with them. This masterclass will help executives and managers to understand what factors can help make a memorable customer experience. It also identifies the processes necessary to maintain that unique feeling that will help develop strong relationships between consumers and brands.

Recommended audience

This masterclass is designed for executives who want to ensure memorable experiences for their customers.

Key benefits

By the end of this masterclass, participants will be able to:

- Identify marketing methods that can guide in the development and creation of experiential relationships with customers
- Implement steps that will assist in creating memorable experiences
- Apply processes to their organisation that assist in creation of customer driven experiences

Topics to be covered

- Case studies of successful and innovative brands
- Culture and people
- Marketing methods and strategies for experiential based brands and products
- Relationship marketing principles

Length of session

One half-day of combined short interactive lectures and group discussions

