



## **FOR IMMEDIATE RELEASE**

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### **Join the “Wow Experience” at MPI-Wisconsin Chapter Education and Fundraiser Event!**

Elkhart Lake, WI – Join us on Thursday, March 19, 2015 at The Osthoff Resort as we learn a 5 Step Approach to Creating the WOW Customer Experience that identifies the benefits of making memorable emotional connections. Theresa promotes a more holistic approach to customer retention leading you down the path of customer centricity and creating WOW customer experiences—it’s about the emotional connection and how you make the customer feel. The result...a blended solution reaching far beyond the current Branded Loyalty or Reward Programs resulting in not only better customer retention, but additional customer expenditures, loyalty and advocacy.

Theresa Syer is one of today’s most influential voices on Creating Renowned Customer Experiences. As a successful entrepreneur, Theresa is the founding partner of the Syer Hospitality Group Inc., leading experts in Customer Experience Management. Theresa promotes a more holistic approach to customer retention leading you down the path of customer centricity and creating WOW customer experiences—it’s about the emotional connection and how you make the customer feel. The result...a blended solution reaching far beyond the current Branded Loyalty or Reward Programs resulting in not only better customer retention but additional customer expenditures, loyalty and advocacy.

After the educational presentation, join us for a unforgettable evening fundraiser including delectable food prepared by the resort’s award winning culinary team, dueling pianos, cocktails, silent auction and raffles!

Those interested in registering for this fascinating and informative event can visit [mpiwi.org](http://mpiwi.org) for more details.

***Meeting Professionals International (MPI)***, the meeting and event industry’s largest and most vibrant global community helps our members thrive by providing human connections to knowledge and ideas, relationships, and marketplaces. MPI membership is comprised of more than 23,000 members belonging to 71 chapters and clubs worldwide. For more information, visit [mpiweb.org](http://mpiweb.org).

The 281+ member ***Wisconsin Chapter of MPI***, established in 1977, is the premier association in the state dedicated to the growth, development and success of event and meeting professionals. The chapter brings professionals together to learn best practices, build relationships, and create business opportunities that enhance the strategic value of meetings. For more information on MPI-Wisconsin, please visit [www.mpiwi.org](http://www.mpiwi.org).

For more information about MPI or MPI-Wisconsin, please contact Carmen Smalley, CMP at 608-212-3125 (or email at [csmalleycmp@yahoo.com](mailto:csmalleycmp@yahoo.com)).