

# WHY ATTEND?

We can think of lots of reasons why you should join us for CXps 2018! In the last several years, CEOs, CFOs, COOs, and firm Presidents and Principals have attended this unique two-day event. What have they told us?

## HERE ARE ~~THREE~~ KEY REASONS WHY YOU MUST ATTEND:

#1

### **Learn new strategies for Client Experience (CX) success.**

At the heart of CXps 2018 is our mission to build a community of experts and innovators who possess a depth of knowledge in their individual roles, but want something more. They understand individual expertise is not enough. For their firms to go from client satisfaction to client engagement requires seeing their clients' experiences from different perspectives. CXps provides that opportunity. With multiple tracks and session formats ranging from 10-minute Ted-style talks to 3-hour deep dive workshops, CXps enables attendees to choose the right experience for them.

#2

### **Network with your peers – innovators in the Professional Services Industry.**

This conference is about a lot more than structured learning. As a busy firm leader, you know that some of the best value of attending a conference is gained in building business relationships that can last a lifetime. We allow plenty of time and opportunity for making new connections and reinforcing some old ones. Meet other A/E/C, legal, and accounting leaders who are implementing client experience strategies in their firm with positive success. We are sure you will leave with a renewed sense of purpose and energy to bring new ideas back to your firm.

#3

### **Hear directly from Client Experience visionaries.**

Our speakers are experts and innovators in Client Experience from in- and outside the A/E/C industry. They were selected because they have delivered solid results for their firms and their clients. They will offer you strategies that can serve as a roadmap on your journey and the tools to move your initiatives forward. Are you interested in emerging trends in client experience? Of course. Come and learn how to position your firm for success. Last year's sessions included:

- How to use Client Empathy Mapping to improve your clients' experience
- Using Linguistic Analysis to understand what clients are really saying
- How to use Knowledge Management as part of your Bus Dev Strategy

### **And of course, relax and have fun!**

Of course, we have lots of great speakers and sessions. But, we also have lots of fun planned! Listed on the U.S. National Register of Historic Places, the American Tobacco Campus in Durham (ATC) is located on the site of the historic one-million-square-foot American Tobacco manufacturing plant. Enjoy a variety of eclectic restaurants, shops, and music. You will get back to the office relaxed, refreshed, and recharged for the future!

***Don't just take our word for it...***

# CXps TESTIMONIALS

*"Ours is a service-oriented firm and stakeholder satisfaction is a key goal for us. Networking with like-minded firms who are leading the industry, and learning how to serve more effectively can only help us on our path of continuous improvement. As we succeed, we also believe in contributing to the success of others, so whenever we can shine the light on something we do that can help others, we are happy to contribute!"*

**Didi Ndando – Vice President Finance & Administration / HVJ Associates, Inc.**

*"I appreciated the focus on the overall client experience through every facet of the relationship, not just how to read feedback surveys. It was also more than just presentations. I came away with some specific ideas I could start implementing immediately."*

**Kraig Kern, CPSM – Vice President – Director of Marketing / WK Dickson & Co**

*"I attend because it is a unique conference focused on our clients and how to improve the Client Experience – Very Client-Centric Conference."*

**Gabe Valdes, PE, Corporate Quality Manager / CDM Smith**

*"I would like to have had a 2nd person attend. There was so much value in each session, I couldn't attend it all!"*

**Jim Holz, PE, Client Services Manager / MSA Professional Services**

*"I want more! I can't recall a better conference for networking; thanks for making this client's experience an exceptional one!"*

**Glenda Bastress, Senior Corporate Marketing Information Coordinator / Brasfield & Gorrie**

*"Networking with others from engineering firms and hearing about the success they're having gives me the confidence that we'll have success too."*

**Gary Guyette – Vice President / MESA Associates, Inc.**

*"I've found that this client experience conference is a unique opportunity to dive deeper into the client experience, get some keen insight into feedback and human behavior. The hands-on learning from your peers helps. The hospitality is a bonus."*

**David Gaddis, PE, BCEE, ASQ CQA, Corporate Quality Manager / CDM Smith**

*"What has been valuable for me is hearing other executives discuss the challenges and the opportunities they've had. It's helped to improve our business."*

**Wright Sullivan, PE, President / A&E Engineering, Inc.**

*"I enjoyed learning how to review my firm's feedback from a different perspective [Linguistic Analysis]. I've already taken a look at the feedback comments for the last six months and found one that luckily we had already followed up on that used the words, "Overall, the..."*

**Cara Phillips, Partner / Phillips Architecture**