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Wisconsin Veterinary Medical Association Convention Offers World Renowned Keynote Speaker



The 2011 Wisconsin Veterinary Medical Association (WVMA) Convention will be held October 20-23 at the Monona Terrace and Convention Center in Madison, Wisconsin. The WVMA is excited to offer distinguished speaker, Dennis Snow, as our keynote on Saturday, October 22.

Snow will address customer service and the customer experience in his presentation, *Leading a Culture of Service Excellence*.

Based on the leadership principles Snow learned, lived, and taught during his 20 years with Walt Disney World, his presentation features specific leadership behavior that brings a service strategy to life and describes how to "hardwire" service excellence into an organization's culture.

Today, clients have high expectations. Is your clinic meeting those expectations? Could you make their experience better? Everything your customer sees, hears or touches impacts their experience.

In his keynote address, Snow will open eyes to world-class customer service is not simply a matter of smiling employees who say "please" and "thank you." This program highlights how delivering world-class service requires careful orchestration of the entire customer experience.

- The key points of contact that make or break the customer experience
- How to elevate the customer experience from ordinary to extraordinary
- Customer service processes that make service excellence "business as usual"

Come for free! As long as one doctor is registered for convention, the entire clinic staff is welcome to hear Dennis Snow at no cost. We hope you take advantage of this world class speaker!

For more information or to register for the convention go to www.wvma.org and click on the 2011 WVMA Convention logo, or contact the WVMA at 608-257-3665 or wvma@wvma.org.

The mission of the Wisconsin Veterinary Medical Association is to advocate and promote veterinary medicine, while enriching animal and human health. Founded in 1915, The Wisconsin Veterinary Medical Association has more than 2,400 members.

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