



MARCGORDON

THE CUSTOMER EXPERIENCE EXPERT

“Phenomenal”



“Amazing”



“Fantastic”



SPEAKER KIT

2021.07

ENGAGING DELIVERY. RELEVANT CONTENT.

Marc is an internationally recognized Customer Experience professional. Appearing on television, radio and print, he is regularly interviewed for his opinions and expertise on topics ranging from customer service to social media. He has been called a “marketing superstar” by the Oprah Winfrey Network.

As a speaker, Marc’s goal is to empower your audience to create and deliver experiences that inspire customer loyalty and increase sales, while at the same time reducing employee stress and boosting moral.

Applying the science of communication and human behaviour, Marc shows organizations how to combine service, support and communication to create cost effective, manageable and fulfilling customer experiences.

Marc has shared his strategies in person with over 200 organizations across three continents and virtually to thousands of managers and front-line staff.

Five reasons to have Marc speak at your next event

Entertaining. Marc doesn’t do presentations. He delivers performances, combining humour and stories with his energetic stage presence.

Relevant. Every presentation is customized to your needs. Prior to the event, Marc interviews key personnel to ensure the most relevant content is covered.

Accessible. Every attendee gets free access to Marc – for life! They are welcome to reach out to Marc for ideas and advice any time.

Accommodating. Marc will do whatever he can to help create an exceptional experience for your attendees.

Professional. As an accomplished speaker, Marc knows where to be and what to do. Sound checks, meeting with planners, staying on schedule... shouldn’t every speaker do these things?



One reason Marc has established himself as a top rated speaker is because of his accessibility and desire to create memorable experiences for every attendee.

How Marc brings value to your event



Pre-event branded video and outreach. A great way to market your event and build excitement. Marc will create custom content letting attendees know what they can look forward to.



Additional content. Every attendee gets exclusive access to online content that helps them apply Marc’s ideas and processes to their own organization.



Multiple sessions. When possible, Marc will make himself available to participate in fireside chats, breakouts, or panel groups.



Sponsored events. Add value for your sponsors while reducing costs. Sponsors get exclusive access to Marc for custom events.



Interaction. Let Marc turn the spotlight onto your event. From networking events to greeting attendees at an exhibitor’s booth, he’ll make it fun and memorable.

CREATING AN EXPERIENCE ON STAGE AND ON SCREEN.

Marc believes the medium impacts the message. Meaning what is shared from the stage may not have the same impact through a computer screen. And vice versa. That's why he has created unique content and delivery styles to best meet your presentation needs.

Live in person

Marc has entertained and empowered audiences ranging from students to CEOs. Bringing his high energy style, stories, and humour, Marc's live presentations are backed by visually engaging slides. His content and takeaways have inspired individuals from countless industries.

Virtual interactive workshop

A highly engaging event with videos, slides and lots of content, this virtual workshop takes a deep dive into customer experience strategies. Right from the start, this 60 minute event welcomes attendees to share their stories and inspire each other. Industry relevant examples are used to illustrate concepts that can be applied right away. Attendees will leave knowing how to create and deliver customer experiences that are both effective and manageable.

Interactive games, prizes, and Marc's energy and humor create an event that has been called "the best hour you could spend on Zoom."

Custom produced video

Every video is written and produced specifically for your organization and industry. Using a combination of video, graphics, text and music, ideas and strategies are shared in a way that is interesting and easy to understand.

This format also allows you share the presentation through multiple sessions at no additional cost.

Afterwards, Marc appears live for Q&A or to take part in an interactive discussion.



Marc strives to bring the same level of energy and engagement from his live presentations to his virtual ones.

Marc brought it! His online workshop was fantastic. The stories and examples were bang on. And the way he made everyone part of the event was like nothing I had seen before. Only Marc could pull off a game of rock, paper, scissors.

Wade Younger, Chief Operating Officer
BSI Solutions, Inc

Marc has spoken at a number of our virtual conferences. His content is always relevant, engaging and we always have great attendee feedback.

Marc Belaiche, President
TorontoJobs.ca

One of the best online sessions I have been a part of. Marc knew our industry and all of us had the opportunity to get our questions answered. It was a really enjoyable experience.

Terry Grossman
Investors Group

Some of the organizations that have benefited from Marc's online presentations.



SELLING HAPPINESS

How to create customer experiences online or in-person that inspire loyalty and increase sales.

Presentation options:



Live in person



Virtual interactive workshop



Custom produced video

ABOUT THIS PRESENTATION

Customer expectations are changing faster than ever before. Marketing, social media, technology and cultural trends are shaping people's beliefs and values, which can often lead to a sense of entitlement. This situation can make it difficult for any business to consistently deliver quality service. And for those that try, the result is often higher transaction costs, stressed out staff, and disappointed customers.

However, there is a way to deliver experiences that are easy to manage and cost effective, while successfully building customer trust and loyalty.

During this presentation, Marc will share the secrets of what it takes to keep customers coming back. Best of all, how to do it without the time and effort of "wowing" your customers.

Combining the science of human behaviour and best business practices, Marc shares personal stories, and real-world examples to provide you with the skills and techniques to create manageable processes that deliver fulfilling customer experiences.

This presentation is designed for executives and teams who manage customer experience strategies. For organizations ready to make the greatest impact on the experiences they provide, Marc is also available for consulting.

Some of the organizations that are delivering happier experiences after seeing this presentation.



Learn how to adapt the customer experience strategies used by Disney to your own organization, regardless of size or industry.

KEY TAKEAWAYS

- ✓ Learn the three most powerful influencers that impact expectations, and how to use them to more effectively engage with customers
- ✓ Find out the single easiest way to deliver experiences that keep customer coming back
- ✓ Discover why your competitor's unhappy customers may be reluctant to leave, and how you can effectively welcome them
- ✓ Understand the factors that drive loyalty – hint: they don't involve exceeding expectations
- ✓ Learn simple methods to keeping customers while at the same time attracting new ones
- ✓ Discover how being honest with your customers can sometimes be the worst thing – for both you and them
- ✓ Learn how virtually every employee in your company is strengthening or weakening your customer relationships, and what you can do about it

Marc was totally on from the second they announced his name. I was so entertained that I didn't even realize I was learning. Every conference needs Marc Gordon on their stage.

Marc Forgette, Business Development Manager
Tourism London

Marc brought massive value to our event. He was humble, thought provoking, and full of positive energy. Everyone loved him.

Dr. Sepehr Tarverdian, CEO
World Management Forum, Iran

Marc's presentation was a welcome addition to our event. His presentation style was refreshing and very entertaining. We received great responses from our team members.

Marcy Graham, VP of Sales
Mondelez International