marc gordon

"Phenomenal"

Hilton

"Perfect"

Microsoft

"Amazing"

CHANEL

"Entertaining"

TOSHIBA

Presentation Kit 2026.11

How to create customer experiences that inspire loyalty and increase sales

Marc's most requested presentation.

Key Takeaways

- ✔ Learn how delivering great experiences can be easy and effortless
- ✔ Discover the Three Pillars of Customer Experience and why they will change your entire organization
- ✔ Find out why exceeding customer expectations could be hurting your business
- ✔ Four ways to deliver experiences that keep customers coming back – in any industry
- ✔ Three simple actions that inspire customer loyalty
- ✔ What every customer needs to be a customer for life – but will never ask for

About This Presentation

Successful organizations know that customer experience is the most impactful strategy that leads to long term success. According to Forbes, companies that excel at customer experience generate 10-12% more revenue than the rest of their industry.

The best part is that delivering a fulfilling customer experience is easier than you might think. In most cases, creating exceptional experiences can actually save time and money.

Discover how a lost camera inspired a customer experience that made a family's Disney vacation extra special. And changed the way an employee viewed his job.

And when done right, the results are greater customer loyalty, higher sales, and lower transaction costs.

In this entertaining presentation, Marc shows you what it takes to become a customer experience champion. Using real world stories and innovative strategies, he will reveal what your customers really want and how easy it is to provide it. By applying the strategies Marc shares, attendees will be able to immediately start delivering experiences that build stronger customer relationships.

Some of the organizations that are delivering happier experiences after seeing Marc's presentation.

Who Should Attend

- Management teams focused on customer acquisition and retention
- Customer service managers
- Business owners who want to attract new customers and keep current ones
- Leaders who see value in building strong, long term customer relationships

Marc was amazing. His material was relevant to our industry and his delivery style was warm, engaging, and entertaining. I know all our front-line representatives will perform at a higher level thanks to Marc's presentation.

Preet Bains, Key Accounts Manager
Chanel

Marc was bang on with his messaging. He said what we needed to hear. He was entertaining and informative and elevated our entire event. We could not have asked for more.

Rick Baird, President and CEO
Toshiba Canada

Marc was totally on from the second they announced his name. His energy was non-stop and had the audience laughing throughout. His stories held our interest and his examples were relevant and timely.

Marc Forgette, Development Manager - Conventions
Tourism London

SELLING Happiness

The Interactive Workshop

About This Worshop

This two hour workshop is the perfect addition to Marc's Selling Happiness presentation by bringing the keynote's concepts and ideas to life.

Through fun and creative exercises, attendees use the Three Pillars of Customer Experience to discover their organization's strength and opportunities for excellence. Through self-discovery, they gain insights into how their policies, processes, and staff impact the customer experience. Then using teamwork and cooperation they identify opportunities for improvement and the best ways to make them happen.

First, we start with the world's most exciting version of rock-paper-scissors. During this (very loud) interactive game, attendees discover how teamwork and peer support impact performance. And how company culture influences the type of service customers receive.

Next, we jump into groups where attendees work together to help each other's companies or departments. Using real world situations based on their own experiences, attendees find "sticky spots" in their customer interactions. Then apply the strategies they've learned to make the customer experience go from average to awesome.

Teams then share their findings and get feedback from the other groups. Everyone learns from each other by seeing how different methods can be applied to various situations.

Who Should Attend

- Executives who want to create a customer focused culture
- Management teams focused on customer acquisition and retention
- Customer service managers

Some of the organizations that have experienced the Selling Happiness Interactive Workshop.

PRO POST FOUNDATIONS · University at Buffalo The State University of New York · MAINLINE LIVING

Your new favorite workshop.
Every attendee becomes part of the event. Through play, discovery, and fun, they learn what it takes to deliver exceptional customer experiences.

We were really happy to welcome Marc at our annual event. He is very professional and handled everything perfectly. His workshop was very educational and fun. He made everyone feel they were part of the session. We all learned a lot about how to make our customers happy and using our own resources more effectively.

Marie-Claude Lacasse, CEO
Pro Post Foundations

The best workshop we've ever had. Marc really delivered. It was both fun and educational. It allowed our people to learn from each other in order to deliver greater experiences for our tenants. I recommend this workshop to any group that's looking to up their customer service game.

Jaimie Howell, Vice President
Mainline Living

A thoroughly entertaining workshop that opened my eyes to how everyone in our organization can play an important part in delivering great service. I will be returning to the office with lots of notes and ideas.

Keith Hatswell, General Manager/Partner
Niagara Label Company

Unlike any workshop I've ever done. Marc ran it every well. It was loud. It was practical. It was entertaining. I believe the lessons learned will be ones that carry over into our day-to-day customer interactions.

Alex Gamboa
Gambo & Holland LLP

How to save your company (and your customers) from AI blunders

About This Presentation

AI has the ability to streamline the entire customer experience. It can provide information in seconds, be available 24/7 and have access to countless resources. And yet it continues to fail miserably. While companies are rushing to replace customer service staff with AI agents, customers are leaving frustrated in search of real human interaction.

AI: Almost Intelligent looks at the implementation of AI through the lens of customer experience. Attendees will see real world examples of how AI can function as both a valuable resource or a source of stress – for both employees and customers. They will leave with a clear understanding of how AI can enhance their current processes and ways to manage AI for customer service.

In this presentation, Marc does not use technical terms or discuss specific AI platforms. His approach is to help organizations understand how their customers react to various interactions, and what opportunities exist for AI to play a positive role.

Who Should Attend

- Management teams focused on operational strategy
- Leadership teams involved in customer experience
- Managers who oversee front line call centre staff
- Executives considering hiring staff or using AI

Some of the organizations that now uderstand the role AI can take in their customer service

Key Takeaways

- ✔ How AI can make your staff better and your customers happier
- ✔ Why so many companies are purposely using AI to deliver bad service
- ✔ What questions to ask to know if your business is ready for AI
- ✔ Recognizing what AI is good at when it comes to customer service
- ✔ How to measure success after starting an AI customer service program
- ✔ Ways to ensure AI behaves as it should

Marc's presentation was perfect. Instead of overwhelming the audience with technical information, he shared with us practical stories and real-world applications for AI. Our teams are now more confident in being able to make decisions as to how AI can integrate into our company.

Sarah Boyle, Customer Experience & Insight
Vodafone Three

It was a real pleasure to finally see a presentation on AI that everyone could follow. Marc's focus on application and strategy rather than technical processes made his content relevant and timely. This topic needs to be seen by more people.

Yael Man-Shohar, Operations Team Leader
Shopify Israel

This was the AI presentation we should have had last year. With all the technical jargon being thrown at us daily, it was refreshing to see a presenter that talked to us in plain English. Marc's understanding of human connections and knowledge of AI made for a presentation that delivered exceptional value for our staff.

Kristina Tertyshnikova, Managing Director
4dev.com

ENGAGING DELIVERY. RELEVANT CONTENT.

Marc is an internationally recognized Customer Experience thought leader. Appearing on television, radio and print, he is regularly interviewed for his opinions and expertise on customer service. He has been called a "customer service superstar" by the Oprah Winfrey Network.

As a speaker, Marc's humor and energy gets audiences laughing and learning. His unique combination of practical ideas, storytelling, and engagement has been called "the best way to start any conference."

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

Since 2010, over one thousand organizations from over 40 industries have experienced measurable gains in customer loyalty, sales, and employee productivity by applying Marc's strategies.

Five reasons to have Marc speak at your next event

Entertaining. Marc delivers a performance that combines humour and stories to engage and educate your attendees.

Relevant. Prior to the event, Marc interviews key personnel to ensure the most relevant content is delivered.

Accessible. Every attendee gets free access to Marc for ideas and advice. Even after the event.

Flexible. Marc wants to create an exceptional experience for your attendees. Need something special? Just ask.

Professional. Sound checks, meeting with planners, and staying on schedule all come standard.

Marc's story telling skills, combined with his energy and humor, has made him one of the most requested speakers in his field

How Marc brings value to your event

Pre-event branded video and outreach. Marc can create pre-event branded video to build excitement and promote your event.

Content. Every attendee receives a presentation guide with key points, notes, and highlights.

Multiple sessions. When possible, Marc is happy to participate in fireside chats, breakouts, or panel groups.

Sponsors. Marc is ready to work with event sponsors to bring extra value for everyone.

Interaction. From networking events to greeting attendees, Marc makes it fun and memorable.