

CELEBRATING CUSTOMER SERVICE EXCELLENCE CONFERENCE

Thursday October 7, 2010

Calgary, AB

**Sponsor
Prospectus**

Celebrating Customer Service Week

 **CUSTOMER SERVICE WORKS**

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EVENT OVERVIEW

WHO IS CUSTOMER SERVICE WORKS?

Customer Service Works is a company based out of Calgary, Alberta Canada; founded in 2001. The company was built on a passion to assist organizations in turning strategies into results, and developing the performance of people.

Aside from customers, the greatest organizational assets are employees. Time invested in personal and professional growth through ongoing training, coaching and mentoring reap great organizational benefits. Employees need to be customer service ambassadors with knowledge, skills, attitudes and behaviors that make customers stand up and take notice, value the experience, return to do business again and refer others to you. Satisfied customers will happily take their business elsewhere; loyal customers are yours for life.

THE CONFERENCE THEME

Customer Service Works launched our first annual Celebrating Customer Service Excellence conference in Calgary, October 2006. The intent was to offer an opportunity to celebrate the important role employees' play in the overall customer experience, by offering an opportunity for professional development, networking and fun through a one-day conference event held during Customer Service Week.

Customer Service Week has been celebrated in the United States since 1988. In 1992, U.S. Congress proclaimed Customer Service Week a nationally recognized event, celebrated annually the first full week of October. While not nationally recognized in Canada, thousands of businesses around the world, including Canada, have embraced the opportunity to celebrate, with the intent to raise awareness of the important role customer service professionals play within their organizations.

REACH YOUR TARGET AUDIENCE

Our conference reaches a diverse audience consisting of frontline employees, supervisors, and leaders representing a variety of industries including:

- Financial
- Recreation
- Municipalities
- Non-profit
- Technology
- Service
- Marketing
- Contact Centres
- Help Desks
- Utilities

If your business believes in the importance of the customer service experience, consider participating with us as a sponsor in this exciting event!

Yours in customer loyalty,
Jayne Kowal
Director/Owner, Customer Service Works

SPONSORSHIP OPPORTUNITIES

Door Prizes

- Verbal recognition during our door prize draws (closing session); with logo on PowerPoint door prize sponsor slide, and signage on the sign-in/information table.
- Company name and website in the conference program, provided to each delegate.

Delegate Bag Inserts

\$ 150

Market your company to every delegate through a brochure, pen, pad of paper or other item of your choice. Inserts for 120 bags to be received by Customer Service Works no later than September 12, 2010. Unused inserts will be returned to you following the conference.

Conference Sponsor

\$1500

- Verbal recognition at opening and closing sessions with logo on PowerPoint sponsor slide, and sponsor signage on the sign-in/information table.
- Logo on Customer Service Works website conference page with a link to your company's home page until April 30, 2011.
- Opportunity to enclose a promotional item in each delegate bag.
- Logo on promotional material distributed in advance of the conference with recognition as a sponsor.
- Two complimentary conference admissions.
- Half-page full colored ad in the conference program, provided to each delegate.

Advertising

Advertisements for our final conference program provided to every delegate!

Full page, full color ad - \$500

Half page, full color ad - \$300

SPONSORSHIP AGREEMENT

Please fax completed forms to Jayne Kowal at 403-257-7864 or e-mail to Jayne@customerserviceworks.com
Please send a high-resolution copy of your logo in either .tiff or .eps format.

Date Submitted: _____

Sponsorship Level (please check what you are interested in sponsoring):

Door prize _____

Delegate bag inserts (\$150)

Conference Sponsor (\$1500)

Conference Advertising – Full Page Color (\$500)

Conference Advertising – Half Page Color (\$300)

Total Dollar Value of Sponsorship: _____

Sponsoring Organization: _____

Contact Name: _____

Address/City/Prov/PC: _____

Contact Phone: _____ **Fax:** _____

E-mail: _____

Authorized Signature: _____

Unless you are sponsoring a door prize, we will invoice your organization; please identify your PO # (if required): _____ Please note: 5% GST will be added.

Thank you for supporting this customer service week initiative. Based on the type of sponsorship, we will provide you with an information piece on what we will need from you, and by when.