

Customer Service Excellence

27 July 2011
Sydney, NSW Australia



Note:
Early Bird prices have
been extended!

Full day Master Class
with Expert Storyteller and Presenter

Bill Shannon

Disney's reputation for customer service is world renowned.
Bill has taught the how-to for fifteen years based on his background in planning, design and management at Disney.

OBJECTIVES

- Great customer service is broken down into three delivery systems each of which allow immediate analysis and generate easily implemented improvements. Attendees will learn each system and be able to adapt and plan for new improvements right away.
- Great service organizations all have the ability to understand the customer experience in detail and are constantly seeking improvements. Attendees will learn how to "Walk in the shoes of their customers" using a tool devised by Disney.

KEYNOTE SPEAKER LEADER OF CORPORATE COMMUNICATIONS EXEC DIRECTOR AT RENOWNED MEDICAL CENTRE
WALT DISNEY COMPANY IMAGINEER DEVELOPMENT MANAGER CURRICULUM DESIGNER CONSULTANT
MENTOR EDUCATOR STATE CHAMPIONSHIP COACH A FORTUNE 500 HEALTHCARE EXECUTIVE

Bill Shannon



There is only one person on the planet who has the experience and authority to speak on behalf of Disney, Duke and DaVita, because he's held leadership roles at all three places. Bill Shannon.

Recruited to Disney from Education, Bill was a founding manager of the Disney Institute, where companies and individuals learn "The Business behind the Magic." At Disney he worked with the likes of Exxon Mobil, Coca Cola, The Cleveland Clinic, Delta Airlines, Siemens, and on several Walt Disney Imagineering projects including Celebration Health, Disney's Wide World of Sports and Disney University. He continues to consult with Disney today.

Among his Disney clients were these two powerhouse healthcare brands: Duke University Health System and DaVita, a Fortune 500 healthcare services company. Both organizations recruited him to leadership positions. At Duke he was Executive Director for Service Improvement, and then left for DaVita as Senior Vice President and Chief Wisdom Officer.

At DaVita, Bill led teams who operated DaVita University and Internal Communications. Their work included The DaVita Academy, eight Professional Development offerings, film/media production, and the content and logistics of all major meetings. The team and company were selected to Training Magazine's Top 125 six years in a row, and singled out by Modern Healthcare magazine. The Communications Team received several awards for their publications. Bill designed the company's year long DaVita Decade celebration.

He served in leadership advisory roles on Marketing, Public Relations, People Services, facility design/décor, and philanthropic programs. Bill taught at all Academies, throughout the company especially to new business lines and acquisitions, and to external organizations. He won two Core Value Awards from his VP peers for the Values of Fulfilment and Fun one of only two executives to have won twice. He now works part time on specific projects.

At Duke University, Bill was responsible strategically for improving service throughout the Health System and Medical Center. Bill led a department focused on service delivery and organizational synergy in sharing best practices and tactics. Bill also had operational responsibilities as part of the Duke Hospital executive team. He led three Duke Hospital committees who implement tactics aimed at improving patient satisfaction, and managed seven Guest departments at Duke Hospital. In 2003, he wrote the DUHS Crisis Management Standard Operating Procedures Manual following a highly publicized transplant case. Bill served on multiple committees including Health System Operations, Emergency Preparedness, Work Culture, Diversity, Performance Management and Rewards & Recognition. Bill presented throughout the university, at national events, and lectured at the School of Medicine. He is a recipient of Duke Hospital's Diversity Leadership Award. Bill is now a Visiting Scholar at Duke's Fuqua School of Business.

Bill is emeritus Chairman of the Board of Directors for ACE- The American Council on Exercise.



SECTION A: REGISTRATION DETAILS

MASTER CLASS:
Patient Centred Care with Bill Shannon

Delegate No.1 Details Prof/Dr/Mr/Mrs/Ms/Miss:

Surname: _____
Given Name: _____
Company/Organisation: _____
Position: _____
Address: _____
State: Postcode: _____
Country: _____
Telephone: _____
Facsimile: _____
Email: _____
Preferred Name for Badge: _____
Special Diet: _____
Disability Assistance: _____

SECTION B: REGISTRATION COSTS



Note: All Early Bird prices have now been extended until the day before the master class !

DATE: 27 July 2011

LOCATION: CORPORATE CHRISTIE, 3 SPRING ST, SYDNEY NSW 2000

TIME: 08.00– 16.00

PAY AND REGISTER ONLINE WITH A CREDIT CARD

Early Bird: full day Master Class paid before 26 July 2011 __ @ \$550 pp (inc GST) \$ _____

Standard: full day Master Class paid after 26 July 2011 __ @ \$770 pp (inc GST) \$ _____

PAY ON INVOICE

Early Bird: full day Master Class paid before 26 July 2011 __ @ \$570 pp (inc GST) \$ _____

Standard: full day Master Class paid after 26 July 2011 __ @ \$790 pp (inc GST) \$ _____

TOTAL \$ _____

HAVE BILL SHANNON COME TO YOUR WORKPLACE

Bill Shannon is able to provide full day workshops, 4 hour work-shops and also 60 minute conference presentations in both the private and public sector. For a quote contact Change Champions & Associates by phone on (02) 9692 0533 or by email at info@changechampions.com.au

1. PREFERRED Register Online* at <http://www.changechampions.com.au>

Simply visit <http://www.changechampions.com.au> and scroll down the home page to the seminar of your choice and click on REGISTER. It's easy.

When you register on line, you can select your preferred payment option of:

- A) Generate an invoice that will be instantly emailed to the nominated responsible person
- B) Pay by EFT or cheque
- C) Pay online with a credit card

2. Pay on your Credit Card & fax your registration form (sections A, B & C- 2 pages)

Cardholders Name (PLEASE PRINT) _____

MasterCard Visa ONLY

Card No.

Expiry Date: __ / __

Amount to be charged: \$ _____

Cardholder's Signature: _____ Date: __ / __ / __

3. Pay by cheque/money order

Please make cheques/money orders for your **registration fees only** payable to Change Champions & Associates

4. EFTPOS

Account name: Change Champions & Associates

Bank: Westpac

BSB: 032569

Account No: 196411

Ref No: CSE (Your surname)

5. Request an invoice (write the details of the person responsible for payment of invoice)

Name : _____ Position Title _____

Email address: _____ Ph: _____

All invoices must be paid prior to the seminar.

MAIL: Change Champions & Associates
PO Box 668
The Junction NSW 2291

P: +61 (2) 9692 0533
F: +61 (2) 9518 6898
E: info@changechampions.com.au

Your registration will be confirmed by email.

***CONDITIONS APPLY**

You must pay on a credit card at the time you register if claiming a discount for online rego and payment.

Delegate Cancellation Policy

A 50% refund will be offered for cancellations received up to 28 days prior to the seminar. No refunds will be given between 0-27 days prior to the seminar but replacement delegate names are accepted. No refunds will be given for dinner cancellations 0-3 days prior to the seminar. If you have an unpaid invoice as at the first day of an event and for any reason do not attend, we will pursue payment as we will have already incurred costs on your behalf. Sorry, there are no refunds on drinks/canapé bookings, so please don't ask. Applications for cancellations and substitutions of delegates are **only accepted in writing** by email to changechampions@bigpond.com. The cancellation policy also appears at <http://www.changechampions.com.au> on the home page under terms and conditions.

I have read and understand the conditions and delegate cancellation policy.

_____ signed _____/____/_____ date