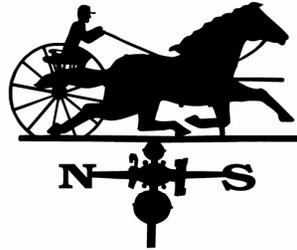


Whether you are a line employee or a veteran leader, this world-class training event will boost your ability to deliver exceptional service.



MACARTHUR PLACE

HOTEL & SPA · SONOMA VALLEY

Hosts Customer Service Training **Featuring *Dr. Bryan K. Williams***

Reserve your space at this great training event today!

Choose the class that best fits your schedule.

**7 Principles to Fully
Engage Your Customers
(Morning Session)**

**April 5, 2012
8:30AM – 11:30AM**

**7 Principles to Fully
Engage Your Customers
(Afternoon Session)**

**April 5, 2012
2:00PM – 5PM**

Both training events will take place at MacArthur Place Hotel & Spa

29 East MacArthur Street
Sonoma, CA 95476

<http://www.macarthurplace.com>

Come join us!

On April 5th, MacArthur Place Hotel & Spa will host training on how to provide world-class service. Local businesses will have the opportunity to send their staff to the legendary hotel and be trained by Dr. Bryan K. Williams.

Dr. Williams is a world-renowned trainer and consultant, who has conducted customer service and leadership training sessions for over 100 companies in different industries. He is the former global director of training for the Ritz-Carlton Hotel Company, and is very passionate about service.

Local businesses will have the opportunity to register their staff to attend *7 Principles to Fully Engage Your Customers*. Bryan will educate, inspire, and challenge everyone in attendance to take action and immediately apply the principles from the class. “I look forward to visiting the iconic MacArthur Place Hotel & Spa to provide this training to the community. This training event is ideal for any business that is committed to serving their customers in an exceptional and memorable way”, said Dr. Bryan K. Williams.

Over 100 companies can't be wrong

Bryan has conducted training for multiple companies in industries such as:

- Hotels
- Restaurants
- Healthcare
- Banking
- Spa
- Retail
- Aviation
- Photography
- Real Estate
- Education

Continuing support

Unlike many other training seminars, we will provide continuous support after the conference ends. If you have any questions after the sessions are over, just contact B. Williams Enterprise, and a representative will respond promptly. *B. Williams Enterprise contact information will be given at the training sessions.*

Course Description

Workshop Title: 7 Principles to Fully Engage Your Customers

Purpose: Provides participants with a clear understanding of how to deliver exceptional service.

Workshop Overview: This workshop is designed to explore ways to use the 7 Principles. The principles will be reviewed and emphasis will be placed on how to deliver and sustain exceptional service.

Learning Topics:

- Principle 1 Be eager to serve
- Principle 2 Be welcoming
- Principle 3 Create an inclusive atmosphere
- Principle 4 Create a total experience
- Principle 5 Turn customers into ambassadors
- Principle 6 Offer a gracious goodbye
- Principle 7 Earn your customers' confidence...reap the rewards

Target Audience: Managers, Supervisors, Line Employees. Anyone who directly serves the customer will benefit from this dynamic course.

Instruction Method: Interactive lecture / discussion, Individual activities, Small group activities



MACARTHUR PLACE
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Hosts Customer Service Training

Featuring *Dr. Bryan K. Williams*

- 7 Principles to Fully Engage Your Customers (AM)**
April 5, 2012
 8:30AM – 11:30AM
 (#100567)
- 7 Principles to Fully Engage Your Customers (PM)**
April 5, 2012
 2:00PM – 5:00PM
 (#100568)

Three easy ways to register...

On-line: Enroll on-line at <http://bwenterprise.eventbrite.com>

By e-mail: info@bwenterprise.net

*You can complete, scan, and email this page OR send an email with the following information:

- Name of attendee(s)
- Session(s) you wish to attend
- Company Name & Address
- Phone # & Email Address

By fax: 1-240-206-8493

Whatever your method of registration, be sure to enroll right away since space is limited.

*Please fax this form to: 1-240-206-8493 OR
Scan & Email this form to: info@bwenterprise.net*

Mr./Ms. _____
 Name and Title _____ Program # _____
 E-mail Address _____

Mr./Ms. _____
 Name and Title _____ Program # _____
 E-mail Address _____

Mr./Ms. _____
 Name and Title _____ Program # _____
 E-mail Address _____

Mr./Ms. _____
 Name and Title _____ Program # _____
 E-mail Address _____

Mr./Ms. _____
 Name and Title _____ Program # _____
 E-mail Address _____

Please list additional registrations on a separate sheet and attach.

Mr./Ms. _____
 Approving Supervisor _____ Title _____

Organization _____

Mailing Address _____

City, ST, Zip Code _____ Email: _____

Telephone _____ Fax _____

**If you prefer to speak with someone by phone...*

- For event information, contact B. Williams Enterprise at: info@bwenterprise.net or dial 240-401-6958.
- For hotel information, please contact Liz Alice at: liz@macarthurplace.com or dial 707-933-3183.

Registration: Our registration table will open 30 minutes before the start of each training session. When you arrive at the hotel, please check the directory for the exact location of the event. Our registrars will greet you and assist with your registration. Although your name will be on the registration manifest, please bring a copy of the confirmation document. *If you register online, you will receive a confirmation email within 30 minutes. If you register via fax or email, a confirmation email will be sent to you within 48 hours.* If your confirmation email does not arrive before the training session, be sure to go anyway. We will be expecting you. Your name should still be on our records. Please take the opportunity to meet other professionals from your local area. Plan to be registered and ready for the training at least 10 minutes prior to the start time.

Food and Beverage: Light refreshments will be served for all training sessions. You may also choose to dine on your own at one of the hotel's great restaurants.

Tape recording: The training sessions – both what you see and hear – are fully copyrighted by B. Williams Enterprise, LLC. No audio recording or videotaping, please.

Cancellations and substitutions: While the training event is complimentary, there will be a \$10 service charge invoiced to you for cancellations received up to five business days before the training event.

Testimonials...

"I have attended many seminars on service and training, but I have never witnessed such a refreshing, clear, and mind-opening presentation as the one Bryan Williams gave us. My colleagues were all inspired and are still talking about it!"

Isabel Morero
Marbella Club Golf Resort (Spain)

"Bryan Williams is an excellent consultant! Bryan brings a very new and fresh approach to customer service. He has provided us with several easy to implement strategies to improve our service. He has made a huge impact on our staff, and we are already seeing increases in our customer satisfaction scores."

Golden Bethune
Riverside Regional Medical Center

"Bryan Williams does not just inspire world-class service, he is the embodiment of it. He engages with staff in a genuinely warm, caring way, to re-energize them to push their own boundaries and be the best they can be. The result is both higher guest satisfaction AND staff satisfaction. That is his edge, and it is invaluable in differentiating five-star service from world-class experiences."

Charles DeFoucault
General Manager
Ayana Resort & Spa, Bali

For more information on Bryan K. Williams,
please visit:
www.bwenterprise.net

"Bryan's presentation on engaging the customer is brilliant. It has changed the way we train our employees and conduct our business. The ideas he offers are extremely easy to implement and result in loyal, returning customers."

Maurita & Bob Elias
Woodhouse Day Spa

"Seven Principles to Fully Engage Your Customers was a perfect presentation for our branch staff. Bryan Williams did a great job of presenting the material. He was funny, energetic, and accomplished his goal of showing us how to create a culture of service excellence."

Cathy Callahan, ESSA Bank & Trust