

CEO Forum with Luncheon at Ritz Carlton in ICC

CEO Forum on Achieving Customer Service Excellence through Behavioral Economics

Fundamentals that drive customer excellence and financial growth

Gallup Consulting is delighted to extend an exclusive invite to a special tete-a-tete with Jim Clifton, the Chairman and CEO of Gallup and Simon Cooper, President and CEO, Asia Pacific Marriott Inc.

Taking place on the 14th July 2011 at the prestigious Ritz Carlton Hong Kong, the world's best experts will share their acumen and expertise on the role behavioral economics plays in the global economy and how the relationship between the customer-employee encounter drives financial growth.

This luncheon event is designed to empower Senior Management and Leaders of companies to brace themselves for the changing economic climate and optimize profits by understanding the emotional relationship between customer and employees and the fundamentals that drive customer excellence and financial growth.

You will gain insight into:

- 1) The role of Behavioral Economics in the hyper-competitive global economy
- 2) Fundamentals that drive customer excellence
- 3) The importance of real talented leaders for customer excellence

Date: July 14th, 2011 Thursday

Time: 11:30am to 2:00pm

Location: Ritz Carlton, International Commerce Centre, 1 Austin Road West, Kowloon

Admission: HK\$980 including a three course Lunch

Please reply with the following information to general.mig@gmail.com. A confirmation note with payment instructions will be sent to you within the next working day of your reply. For enquiries, please call 28155489. **Seats are limited. Act now!**

Name:

Company:

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Mobile Number:

Payment Method: cheque by post

Affiliation to supporting organizations: Yes/No. If yes, name of organization:

About the Speakers:



Jim Clifton

Chairman and CEO of Gallup

Since 1988, Jim Clifton has served as CEO of Gallup, a leader in organizational consulting and public opinion research. His most recent innovation, the Gallup World Poll, is designed to give the world's 6 billion citizens a voice in virtually all key global issues. Mr. Clifton has pledged to continue this effort to collect world opinion for 100 years in 150 countries.

Under Mr. Clifton's leadership, Gallup has achieved a fifteen-fold increase in its billing volume and expanded Gallup from a predominantly U.S.-based company to a worldwide organization with 40 offices in 30 countries and regions.

Mr. Clifton is also the creator of The Gallup Path, a metric-based economic model that establishes the linkages among human nature in the workplace, customer engagement, and business outcomes. This model is used in performance management systems in more than 500 companies worldwide.

Mr. Clifton serves on several boards and is Chairman of the Thurgood Marshall College Fund. He has received honorary degrees from Jackson State, Medgar Evers and Bellevue Universities.



Simon F. Cooper

President & Managing Director, Marriott International, Asia

Mr Simon F. Cooper is the President & Managing Director, Marriott International, Asia. He oversees the operations, development and strategic positioning of the world's most powerful brands and luxury groups in Asia Pacific.

Mr. Cooper was the President & COO of the The Ritz-Carlton Hotel Company LLC since February 2001 after a distinguished career with Marriott International, where he served three years as president of Marriott Lodging Canada.

Mr Cooper's first hospitality job was with Canadian Pacific Hotels & Resorts. Among his many professional honours, Mr Cooper has served on the Woodrow Wilson International Centre for Scholars, Canada Institute Advisory Board and as Chairman of the Board of Governors for the prestigious University of Guelph. He is an avid golfer and a member of The Royal and Ancient Golf Club of St. Andrews in Scotland.

Since becoming President and COO at The Ritz-Carlton Hotel Company LLC, Mr Cooper has presided over a major expansion of the brand which now numbers 73 hotels in countries around the world. Within the next few years, that number is expected to reach 100 and will include private residences, fractional ownership, and serviced apartments.

Mr Cooper was named 2008 "Corporate Hotelier of the World" by HOTELS magazine. The award was determined by votes cast by more than 60,000 readers in 170 countries. In 2010, he received the Honorary Degree of Doctor of Laws from Canada's "University of Guelph.

Supporting organizations:



HKQMA

Hong Kong Quality Management Association
香港品質管理協會



HKACE

香港優質顧客服務協會
Hong Kong Association for
Customer Service Excellence



Hong Kong Association of
Interactive Marketing Limited
香港互動市場商會



香港無線科技商會



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