

# NEWS RELEASE

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## **GEN – The Global Executive Network devotes new dinner series to customer experience and loyalty**

**Events will spotlight strategies for delivering exceptional customer experiences across all channels**

[Wilmington, USA, February 17, 2012] GEN – The Global Executive Network, an international provider of high-quality Executive Dinners, has introduced a new series of events for senior business professionals: “Profiting from a superior customer experience – attract more, retain more, sell more”. At these dinners, attending executives can discover how more profitable customer interactions across all channels can have a powerful positive impact on their organizations’ performance. The moderated events provide an exclusive platform and intimate atmosphere in which to share ideas, experiences and best practices with peers. Hosted in first-class locations around the world, the event series kicks off on May 22, 2012, in Amsterdam and Utrecht, with numerous other locations worldwide to follow.

### **[Profiting from a superior customer experience – attract more, retain more, sell more](#)**

Today’s customers expect consistent, high-quality experiences, regardless of the channel they choose. But siloed information and disconnected systems can often lead to frustrating customer experiences – damaging loyalty and impeding marketing initiatives. The most successful organizations deploy solutions that ensure they deliver outstanding experiences to every customer, across every channel, every time.

The new GEN Executive Dinner offers participants an opportunity to learn from business experts what tools and technologies these organizations are using to better plan, manage, deliver, and measure effective multichannel marketing initiatives and how this maximizes the return on their marketing investments. They can also share their own experiences and best practices with fellow marketing professionals.

### Topics discussed at these dinners:

- Personalize online customer experiences and offer customer-centric promotions
- Maximize brand affinity and engagement with social rewards and interactions
- Drive dynamic, differentiated cross-channel loyalty programs
- Boost revenue and profit with personalized, guided customer journeys across all channels
- Improve customer insight by connecting information from disparate sources
- Increase loyalty with consistent customer interactions through every channel
- Gain business agility with unified commerce, marketing, loyalty and service systems

This Executive Dinner is of particular interest for CEOs, COOs, CIOs, VPs and directors responsible for marketing, loyalty and customer experience in large corporations. Further information, including details of venues and dates, is available here:

[http://www.theglobalexecutivenetwork.com/index\\_nl.php?nav=dinner&con=customerexsuper](http://www.theglobalexecutivenetwork.com/index_nl.php?nav=dinner&con=customerexsuper)

“Delivering exceptional customer experiences across all channels is an ongoing priority for marketing and customer loyalty professionals. That’s why, together with GEN’s [Professional Council](#), our international advisory board, we’ve created this new dinner series. It spotlights the challenges involved and discusses tools and technologies that can help to solve them. The events also provide a valuable opportunity for senior executives to extend their business networks and share ideas and experiences with peers, face to face,” says Martin Hegi, managing director of GEN – The Global Executive Network.

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### About GEN – The Global Executive Network

[GEN – The Global Executive Network](#) is an international provider of high-quality Executive Dinners for business professionals, covering current trends for industry-focused and management-related topics. The company is headquartered in Wilmington, DE, in the US and has achieved an excellent reputation as one of the leading global event providers. Each year, more than 10,000 senior management guests from large corporations and medium-sized companies participate in GEN events. More than 1,000 events covering over 50 different subjects are offered every year.

Events are delivered in the US, Canada, South America, Australia, the United Kingdom, France, Germany, Spain, Portugal, Switzerland, Austria, Belgium, Holland, Luxembourg, Sweden, Denmark, Norway, Finland, the Czech Republic, Hungary, Poland, Latvia, Lithuania, Estonia, Russia, Bulgaria, China, Hong Kong, Taiwan, Singapore, Malaysia, Thailand, the Philippines, India, and Indonesia as

well as South Africa, Egypt, Turkey, the United Arab Emirates, Sudan, Algeria, Morocco, Iran, Iraq, Saudi Arabia, Yemen, Syria, Israel, Jordan, Lebanon, the Palestinian Territories, Kuwait, Oman, Qatar and Bahrain.

### **Further information**

GEN – The Global Executive Network: <http://www.theglobalexecutivenetwork.com>

The Professional Council:

[http://www.theglobalexecutivenetwork.com/index\\_de.php?nav=main&con=prof/council](http://www.theglobalexecutivenetwork.com/index_de.php?nav=main&con=prof/council)