

# Brand Differentiating Service: Delivering an Elevated Experience *by The Ritz-Carlton Leadership Center*

Any brand not emotionally engaging their customers risks losing those customers to a brand who will– and in anxious times, consumers are especially likely to spend time and money where they feel safe and valued.

With this program, you will learn how our time-tested methodologies foster a culture of personalized service and genuine care. Demystifying the legendary Ritz-Carlton mystique, we will show you exactly how to anticipate and fulfill unexpressed needs, pivot quickly to customize interactions, and make indelible impressions that create passionate internal and external brand advocates.

## Distinctive Topics

- Emotional Connection
- The Ritz-Carlton Key Service Principles
- Optimizing Every Interaction
- Creating a Legendary Experience

More information is available on the registration page.



**Monday, January 29, 2024**

**8:00 a.m. Check-in and Registration**

**8:45 a.m. Welcome**

**9:00 a.m.– 12:00 p.m. Workshop**

**Southern Illinois Center  
DuQuoin State Fairgrounds**

There is no cost for this workshop, but registration is required at <https://ilsbdc.ecenterdirect.com/events/38639>.

To allow more organizations to participate, the workshop is limited to business owners and managers and to two people from each organization.

This hospitality training will be immediately followed by a 2024 total solar eclipse workshop. The eclipse workshop registration information is on this training's registration page.



Registration Deadline: Thursday, January 25, 2024, or until seats are filled.

For more information about the workshop, call 618-536-2424.

For disability accommodations, please call 618-453-5738.