

## CONFERENCE PROGRAMME ~ APRIL 9<sup>TH</sup> 2010

- 8.30 - 9.15           Curtain up.  
Registration.  
Meet the presenters/cast.
- 9.15 – 9.30           Introductions & Objectives.
- 9.30 – 10.00         A brief overview of services marketing with particular emphasis on interactive marketing, identifying your personnel who service and relate to customers. So cashiers, receptionists, cabin crew, beauticians, etc. are at least part-time marketers and play key marketing and customer service roles.  
**Aidan Daly**
- 10.00 – 10.45        A summary of theatrical/acting issues and their relevance to services marketing and customer service e.g. creating the story, interpretation and characterisation, improvisation and devising, rehearsal, acting i.e. voice, movement, front stage, back stage management, etc.  
**Ray Fisk/Richard (Rick) Harris**
- 10.45 – 11.10        Break. Meet the presenters.
- 11.10 – 12.45        Workshop 1  
This session will apply some theatrical techniques to business. In particular stage management and scripting, but not “thank you for calling” or “have a nice day” ....will be assessed for business applications.  
**Mike Dorsch/Steve Grove**
- 12.45 – 13.45        Lunch. Meet the presenters.
- 13.45 – 14.45        Workshop 2  
Front of house service staff regularly improvise. It is impossible to anticipate and so prepare in detail for every situation they will have to react to in real time. Let’s explore and experience how actors are trained to improvise and how it may be used to prepare service personnel deal with unusual but important situations.  
**Aidan Daly**
- 14.45 – 15.00        Break. Meet the presenters.

- 15.00 – 16.00      Workshop 3  
Peter Drucker recommended that we look at our businesses through customers eyes and continually ask what customers would think of those many experiences. Sometimes easier said than done. This session will adopt and examine the way theatre critics assess a performance as a methodology for getting into our customers minds and hearts.  
**Kim Cassidy/Steve Barron**
- 16.00 – 17.00      Workshop 4  
Forum theatre is another imaginative means of using theatrical techniques for the benefit of service businesses. Forum theatre means developing a play or story that mirrors a company's current or ideal practices e.g. management style, customer service etc. As is normal in forum theatre, the conference audience will be expected to change from spectators to spect-actors to really experience this powerful methodology at work.  
**Aidan Daly/Annette Tierney**
- 17.00                  Summary & Review  
Curtain down.

Click [here](#) to register now!