

How strong are your connections to customers?

Alumni masterclass on strategic
marketing & customer service

Friday, 13th October 2017

Barberstown Castle
Co Kildare

with Dr. Joe Pons





How strong are your connections to customers?

Getting customer interactions right has never been more important, especially since social media has given unhappy customers a louder voice.

Many organisations want to raise their level of service, achieving breakthrough service as Prof Earl Sasser puts it. But the question is, how?

Dr Joe Pons is returning to Timoney this October to tackle the challenge with a strategic marketing masterclass featuring two stimulating case studies.

We will be delving into the world of the largest hotel owner, Accor Hotels, to see how they are facing the challenge of using digital marketing to strengthen their brand and capture more touch points along their customers' journey.

DoubleDutch is a case study about selling a "digital" solution using very traditional means. This is a case where growth and profitability look like alternative priorities and choices need to be made that will have an impact on how customers are served.



Dr. Joe Pons

Dr. Joe Pons founded and is currently President of AXIOMA Marketing Consultants, a firm specialising in strategic marketing projects as well as in the training and executive development aspects that usually go hand in hand with Customer Orientation activities.

For 14 years he was a Marketing Professor at IESE International Graduate School of Management in Barcelona. Currently, his regular teaching assignments include being a Visiting Professor at the IEDC - Bled School of Management, and Instituto Internacional San Telmo in Seville, Spain. He also participates in seminars organised by EFMD and CEEMAN for business school academics.

His current consulting engagements focus on alligning sales and marketing organisations to shifting strategic priorities, improving interfunctional coordination as a mechanism towards greater market orientation as well as international market selection criteria.

Accor: Strengthening the Brand with Digital Marketing

Accor is the biggest hotel group in the world, with 14 hospitality brands that are each differentiated by price, purpose of the stay, and guests' needs. Their motto is "To open new frontiers in hospitality".



They followed this motto when they decided to tackle the digital frontier. They did not expand geographically, but rather explored new distribution channels. This allowed them to compete in the large market of online hotel reservations.

Dr. Pons will lead a discussion on this case study, and extract insights that will be invaluable for your business, and change the way you connect with your customers.



doubledutch

case study

DoubleDutch is an event management start-up that changed the the way you can organise events, moving from the tradition approach to a digital solution.

This case study explores how an early stage venture faced a significant decision about their sales function. It seemed like they had to decided between growth and profitability. Dr. Pons will pose important questions on how to deal with these issues, and you will explore how to strike a fine balance between priorities.

When and where

9am-4.30pm

Friday, 13th October, 2017

Barberstown Castle

Straffan

Co Kildare

(Very close to the K Club)



Book your place now

I would like to attend

I will not be able to attend

Price

Free: For alumni that have subscribed to the alumni association for 2017-2018

€550: For alumni that have not subscribed to the alumni association for 2017-2018, and for guests that are not alumni

Alumni masterclasses are a fantastic way to continue on your journey of lifelong learning, and to reconnect with your fellow alumni. The masterclasses also allow you to meet new alumni from various years, so your network continues to grow.

Watch this short video with alumni sharing their experiences of the alumni network, and what they gained from the masterclass in February with Prof Rory McDonald on disruptive innovation

[Click here to watch](#)



The image features a grid of small, overlapping video frames. Each frame shows a different person, mostly in professional attire, engaged in various activities like speaking, listening, or interacting. The entire grid is overlaid with a semi-transparent blue filter. Centered over the grid is white, bold, sans-serif text.

INSPIRING LEADERS TO MAKE A POSITIVE,
DEEP AND LASTING IMPACT ON THE PEOPLE,
ORGANISATIONS AND SOCIETY THEY SERVE.