



Professional Services Leadership Initiative
The Center for Excellence in Service. Office of Executive Education.

October 25-27, 2016
January 24-26, 2017

Program Attire

Tuesday-Thursday: Business Casual

Program Location

***2511 Van Munching Hall**

Meal Location

***2517 Van Munching Hall**
 Breakfast available at 8:30am

Residence Location

Marriott Inn & Conference Center
 3501 University Blvd, East
 Hyattsville, MD 20783
 301-985-7300

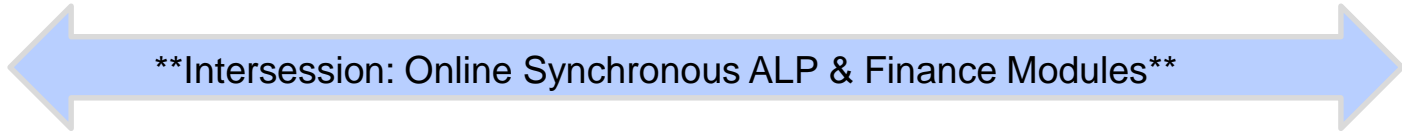
Smith Points of Contact

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Program Coordinator
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*Unless otherwise noted

**Times are subject to change

October 25 Tuesday	October 26 Wednesday	October 27 Thursday
8:30am-12:00pm Introduction & Welcome Global Branding of Professional Services <i>Dr. Janet Wagner</i>	9:00am-12:00pm Channels and Relationships <i>Dr. Judy Frels</i>	9:00am-12:00pm Digital and Social Media Marketing <i>Dr. Wendy Moe</i>
12:00pm-1:00pm Lunch	12:00pm-1:00pm Lunch & Panel Discussion The Future of PS/B2B Mktg	12:00pm-1:00pm Lunch
1:00pm-4:00pm Strategic Business Models <i>Dr. Gaurav Bhalla</i>	1:00pm-4:00pm Strategy-Based Analytics <i>Dr. Wendy Moe</i>	1:00pm-4:00pm Social Media Analytics <i>Dr. Wendy Moe</i>
5:00pm-7:00pm Welcome Reception College Park Marriott	4:15pm-5:30pm Action Learning Project Introduction <i>Suzanne Lowe</i>	



January 23 Monday	January 24 Tuesday	January 25 Wednesday	January 26 Thursday
	9:00am-12:00pm Customer Journey and Service Blueprinting <i>Dr. Gaurav Bhalla</i>	9:00am-12:00pm Aligning Marketing and Sales <i>Richard Newman</i>	9:00am-12:00pm Leading with Emotional Intelligence <i>Dr. Hui Liao</i>
	12:00pm-1:00pm Lunch	12:00pm-1:00pm Lunch & Group Discussion "Ask Me Anything"	12:00pm-1:00pm Lunch
	1:00pm-4:00pm Customer Experience Management <i>Dr. Gaurav Bhalla</i>	1:00pm-4:00pm Strategic Pricing of Professional Services <i>Dr. Judy Frels</i>	1:00pm-4:00pm ALP Presentations
6:00pm-7:45pm Private Tour of the U.S. Capitol <i>The Hon. Greg Laughlin</i>	4:15pm-6:30pm ALP Presentation Rehearsal <i>Suzanne Lowe</i>		4:30pm-7:00pm Celebration Dinner

