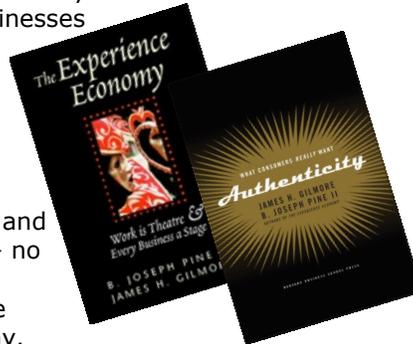


Welcome to the Experience Economy: New Ways of Creating More Value for Your Customers

November 15, 2011
8:30 am—4:30 pm

Today, goods and services are everywhere becoming commoditized. Businesses must, therefore, ascend to a new level of economic value by staging *experiences* – memorable events that engage customers in an inherently personal way. Mr. Pine will show why this is so, and how you and your company – no matter its industry or current offerings – can succeed in the emerging Experience Economy.



Further, because of this shift to experiences, people increasingly question what is real and what is not. They no longer want the fake from the phony; they want the real from the genuine. As authenticity becomes the new consumer sensibility, the number one business imperative for every company is to *render* its offerings – whether true commodities, tangible goods, intangible services, or memorable experiences – to be perceived as authentic.

Mr. Pine will provide a number of tools and frameworks that will enable you to figure out how to render authenticity, including how to appeal to five different genres of authenticity and how to pass the Polonius Test – meeting the two key standards of authenticity. Throughout, you will learn not only what is going on in the world of business today, but what you and your business can do to find new ways of creating economic value for your customers.

This Program will help leaders:

- Understand the fundamental change in the very fabric of the economy that is the shift to experiences
- Determine what this means for their business and what to do about it
- Develop specific ideas for creating greater economic value for customers

B. Joseph Pine II is an internationally acclaimed author, speaker and management advisor to *Fortune 500* companies and start-ups. He co-founded Strategic Horizons LLP, a thinking studio dedicated to helping businesses conceive and design new ways of adding value to their economic offerings.

Mr. Pine co-authored *Authenticity: What Consumers Really Want* (2007), which recognizes that in a world of increasingly paid-for experiences, people no longer accept the fake from the phony, but want the real from the genuine. This book, named one of the top ten business books of the year by Amazon.com, provides a way of thinking about authenticity in business plus a set of tools and techniques for rendering authenticity in any company.

The Experience Economy: Work Is Theatre & Every Business a Stage (1999), which demonstrates how goods and services are no longer enough; what companies must offer today are *experiences* – memorable events that engage each customer in an inherently personal way. Businesses should embrace *theatre* as an operating model to stage unique experiences. Mr. Pine also wrote the award-winning *Mass Customization: The New Frontier in Business Competition* (1993).

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To find out more about developing leaders across your organization, please
contact us at:



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