

Working with Customer Emotions: How to effectively reduce negative emotions and increase positive emotions

Industry Symposium 2004

8 September

Program

UQ Business School Downtown

1.30 - 1.45pm

Registration

1.50 - 2.00pm

Opening

Professor Tim Brailsford

Head UQ Business School, The University of Queensland

Session 1:

2.00-3.15pm

Understanding Consumer Emotions

Consumer Emotions Study (2003 SOCAP)

Michael Edwardson

Managing Director, Psychologica, Melbourne

Tapping into Positive Customer Emotions

Wayne Carlson

Group Marketing Manager

QR Passenger Services Group

Reducing Negative Emotions in Your Customers

Professor Janet R. McColl-Kennedy

UQ Business School, The University of Queensland

3.15-3.45pm

Afternoon tea

Consumer Advocacy

Fraser Power

Customer Advocate, Ergon Energy

Dealing with Customer Complaints

Samantha Palmer

Executive Manager, Marketplace Strategy

Office of Fair Trading

Reading Emotions Right – In Your Face

Jeannie Althoff, PhD student

UQ Business School, The University of Queensland

Emotional Contagion

Alastair Tombs, PhD student

UQ Business School, The University of Queensland

Session 3:

5.00-5.30pm

5.30-7.00pm

Panel and Open Forum

Closing drinks and hors-doeuvres