

Understanding and Working with Customer Emotions Enrolment Form

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To secure your place, complete and fax this form with your payment to (07) 3365 7582. Please make all cheques payable to **The University of Queensland**. If you are unable to attend a substitute is welcome to attend at no extra cost. However, we regret that no refunds can be issued. All prices include GST.

Program

An Industry Symposium brought to you by the UQ Business School, The University of Queensland.

Date Wednesday, 8th September 2004
Venue UQ Business School Downtown Level 19, Central Plaza One 345 Queen Street, Brisbane
Cost \$150.00 early bird
\$185.00 after 10th August 2004
A group discount of 10% applies for groups of 10 or more
Includes Registration, symposium speakers' notes, afternoon tea, closing drinks and hors-doeuvres

TIME PRESENTERS AND TOPICS

- 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**

TIME

SESSION 2:
3.45 - 5.00pm

PRESENTERS AND TOPICS

- **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
*UQ Business School,
The University of Queensland*

SESSION 3:
5.00 - 5.30pm

- **Emotional Contagion**
Alastair Tombs
*UQ Business School,
The University of Queensland*
- **Panel and Open Forum**
- **Closing drinks and hors-doeuvres**

FURTHER INFORMATION

UQ Business School
Level 3, Colin Clark Building 39
The University of Queensland
Brisbane Queensland 4072 Australia

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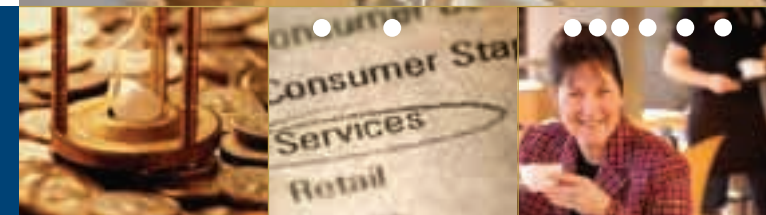
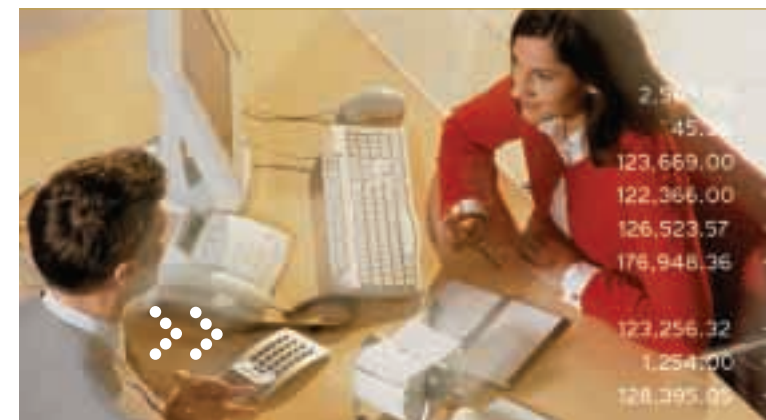


UQ BUSINESS SCHOOL

Understanding and Working with Customer Emotions

An Industry Symposium brought to you by the UQ Business School

8 September 2004



INDUSTRY SYMPOSIUM 2004

An Industry Symposium brought to you by the UQ Business School

This UQ Business School Symposium addresses one of the hottest topics in marketing – understanding and working with customer emotions. The symposium brings together some of the nation’s most innovative and forward thinking experts from industry and academe who have practical experience working in this exciting new field. Each speaker brings a slightly different perspective and together the program provides comprehensive, current and practical insights into customer emotions which you can implement in your organisation.

Understanding and Working with Customer Emotions

Despite considerable effort to make customers happy, things do not always go right in service delivery. When service failure occurs, recovery attempts by service employees can enhance or inflame negative customer emotions. What triggers these negative customer emotions? And how should we go about trying to fix the problem? Better still, how do we prevent these negative emotions occurring in the first place? And how can we tap into the positive emotions?

Benefits

- gain a better understanding of customer emotions
- know what the big triggers of negative emotion are
- recognise that emotions are contagious
- be able to recognise emotions in your customer’s face
- learn how to develop effective strategies to reduce negative emotions in your customers
- understand how to develop successful promotional campaigns to tap into positive emotions

Who should attend?

Managers and frontline employees who are responsible for improving customer service. This symposium is relevant to anyone who works with and cares about customers.

About the Presenters

Professor Janet R McColl-Kennedy
UQ Business School, The University of Queensland

Janet McColl-Kennedy, Professor of Marketing at the UQ Business School of The University of Queensland, is internationally recognised for her work in (1) service recovery, and (2) the interface between the service provider, manager and their customers.

She is published in the top journals in her field. Professor McColl-Kennedy consults regularly to industry and government. She specialises in assisting organisations with customer service, service recovery, emotions, marketing plans, carrying out market research and developing workable solutions to customer-focused problems.

Janet is a Fellow of the Australian Marketing Institute and speaks at conferences throughout Australia and overseas. She has substantial experience in executive course development and presentation and has over 20 years experience in teaching undergraduates, postgraduates and executives in Australia and overseas. Her main teaching areas are marketing, services marketing and consumer behaviour, and she won the UQ School of Management Teaching Excellence Award in 2001.

Michael Edwardson
Managing Director, Psychologica, Melbourne

Michael Edwardson is a registered psychologist and Managing Director of Psychologica, a Corporate and Consumer Psychology consultancy based in Sydney and Melbourne.

Clients have included Whybin TBWA, Optus, Murdoch Magazines, ANZ, Caltex, Goldwell Cosmetics, Sheraton Hotels and Clemenger Advertising amongst others. For the past ten years he was a lecturer in the School of Marketing at the University of New South Wales, where he continues to be the Course Director of the post-graduate program in Media Sales. Michael has returned to Melbourne this year where he is also a lecturer in Consumer Behaviour and Advanced Market Research at Victoria University.

He is a qualified practising market researcher (QPMP), the professional qualification of the Market Research Society of Australia, member of the Society for Consumer Psychology, the Australian and New Zealand Marketing Academy, and the Society of Consumer Affairs Professionals.

He has published and presented over 60 articles and conference papers in Australia and overseas and his recent research will be published in Advances in Consumer Research. In 2003 he was the author of a report for the Society of Consumer Affairs, examining Consumer Emotions and the Customer Experience through a survey of 4000 Australians.

Wayne Carlson
Group Marketing Manager, QR Passenger Services Group

Wayne Carlson is the General Manager Marketing and Sales at QR Passenger Services Group, where he focuses on brand building and developing a customer-centric culture.

In 2001, Wayne was responsible for the amalgamation and restructuring of marketing for both Citytrain and Traveltrain product portfolios. Wayne has held previous senior marketing roles at Time Warner/Village Roadshow, South Bank Corporation and the Ten Network, and has managed his own consultancy.

Fraser Power
Customer Advocate, Ergon Energy

Fraser Power is the Customer Advocate for Ergon Energy. Fraser is legally qualified and has a background in the resolution of customer issues and the development of effective complaint systems.

Fraser has previously worked at the Queensland Ombudsman and the Commonwealth Department of Immigration and Multicultural Affairs. He has a strong interest in refugee and migrant affairs as well as consumer advocacy.

Samantha Palmer
Executive Manager, Marketplace Strategy, Office of Fair Trading

Samantha Palmer is the Executive Manager, Marketplace Strategy at the Office of Fair Trading - Queensland's primary marketplace regulator. She has more than three years experience researching and managing OFT's responses to consumer and business complaints and general issues of marketplace dysfunction. Preparing quality educational material for traders and consumers based on behaviour change models has been an important part of her role.

She has a Master of Public Administration from The University of Queensland, a Bachelor of Business (Communication) from QUT and 15 years experience working in the public and private sectors.

Jeannie Althoff
UQ Business School, The University of Queensland

Ms Jeannie Althoff was awarded an MBA (Advanced) degree from UQ Business School in 2003. Her thesis specialised in emotional perception in the boardroom. She is currently undertaking a PhD to study the processes of causal attribution in top management teams. She has presented her work at international conferences.

Ms Althoff is a company director of a leading plaster company, and was Queensland Housing Industry Association president 2001 to 2003. She is the 2004 president of the Walls and Ceilings Association, on a government board and has been a Fellow of the Australian Institute of Company Directors since 1999. She is the recipient of numerous industry awards, including 1996 Business Achiever of the Year by Logan City Chamber of Commerce.

Alastair Tombs
UQ Business School, The University of Queensland

Alastair Tombs (B.Com Hons-first class) is currently conducting research in services marketing and consumer behaviour with specific interest in the service environment and the effect on customer emotions. He is near completion of a PhD on the effects that the presence and social behaviour of customers within service environments has on consumer behaviour.

To date Alistair's work has been published in Marketing Theory and received "best paper" awards at international marketing conferences. Alistair came into academe from an initial background in engineering/landscape design and more recently retail management.