

IATEFL Leadership & Management SIG Pre-Conference Event
IATEFL Conference, Brighton Conference Centre, Brighton
10.00 – 16.45, Friday, 15 April 2011

Putting the Customer First:

Achieving Excellent Customer Service in Language Teaching Organisations

In an increasingly competitive market place, many language teaching organisations are aware of the need to provide excellent customer service to their customers.

This practical workshop will include talks, workshops and a panel discussion about:

- Measuring and increasing customer satisfaction
- Customer service models
- Enhancing the steps in the customer Journey
- Providing excellent service to internal customers (staff)
- Training teachers to meet the customer challenge
- Managing customer complaints

Speakers:

Fiona Dunlop (Academic Director, Wimbledon School of English), **Ron White** (ELT Management specialist and author) and **George Pickering** (Leadership & Management coach and consultant)

Panellists:

Fiona Dunlop, Jenny Johnson (Academic Director, Cactus Language Training), **Ron White** and **George Pickering**

Price for the day including refreshments and lunch:

£65 IATEFL members & £75 non-members

This event is open to participants who are not attending the main conference.

For further details and registration contact IATEFL at:

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