



**Client comments from Jeff Mowatt's  
*The Art of Customer Service... Influence with Ease*  
presentation held October 7th, 2013**

"I liked how Jeff contacted members/attendees prior to the event and used their quotes and names during the presentation..."

The feedback was very positive. Several delegates who were at the show but didn't attend the session commented how sorry they were they hadn't. This was because of comments they heard from fellow attendees...

Jeff's presentation was especially appreciated because it was not only geared to the *delegates*; the trade show *exhibitors* learned from it as well. Attendees and exhibitors were commenting and discussing Jeff's session while meeting on the show floor. "

Marie Saint-Ivany, Manager, Member Services & Trade Show,  
Canadian Automatic Merchandising Association (CAMA)