

2021 MPRA CUSTOMER SERVICE WORKSHOP



Wednesday, January 20, 2021

Virtual on Zoom

Everyone benefits from good customer service skills, especially front line parks and recreation staff. Join MPRA's Northeast Region for a workshop that will help improve relationships with your community, members, and staff.

SCHEDULE

8:45 a.m. **Welcome**

9:00 a.m. – 11:30 a.m.

Creating Raving Fans: Practical Tips to Deliver a World-Class Customer Experience (.2 CEU)

11:30 – 12:30 **Lunch break (on your own)**

12:30 p.m. – 1:35 p.m.

Effective Member Engagement in the New Normal (.1 CEU)

1:45 p.m. – 2:50 p.m.

Tips and Tricks from the Front Lines: A Panel Discussion (.1 CEU)

SESSIONS

Creating Raving Fans: Practical Tips to Deliver a World-Class Customer Experience

Presented by Roz & Jed Buck, Roz & Jed Training and Consulting

Making our customers raving fans can propel our departments and agencies to new heights. This workshop will review the importance of super-serving all our customers and focus on providing a series of practical actions that every staff member can easily use to consistently deliver world-class customer service.

Effective Member Engagement in the New Normal

Chris Stevenson, The Empower Group

2020 has been one of the most challenging years many of us have faced. New regulations and guidelines, facility closures, and changing consumer behavior are just a few of the things we have dealt with. In this interactive and informative session, learn ways to cope with uncertainty while creating a safe and reassuring member environment. This session will inspire and offer tangible tips and tools to implement when providing effective member engagement to enhance the member experience.

Tips and Tricks from the Front Lines: A Panel Discussion

Panelists: Ashley Taylor, Gladstone Parks & Recreation, Krista Farrow, St. Louis County Parks, Cavelle Cole-Neal, Columbia Park & Recreation, Jenn Wood, Missouri State Parks, Karen Mellinger, Springfield-Greene County Park Board

Join us for a panel discuss with administrative staff from around the state as we talk about challenges and lessons learned, as well as answer questions regarding customer service, working with fellow professionals, front line issues, and how to handle yourselves. Come prepared to ask questions and participate with the panel.

REGISTRATION INFORMATION

NAME _____

AGENCY _____

EMAIL _____

PHONE _____

Mail application and payment to:

Missouri Park & Recreation Association
The Musco Lighting Building, 2018 William Street
Jefferson City, MO 65109-1186
Or email to info@mopark.org | 573.636.3828

Workshop Fees:

	Early Registration (thru 1/8)	Late Registration (after 1/8)
Member	<input type="checkbox"/> \$30	<input type="checkbox"/> \$40
Non-Member	<input type="checkbox"/> \$40	<input type="checkbox"/> \$50
CEUs	<input type="checkbox"/> \$20	<input type="checkbox"/> \$20

Total: _____

Payment Information:

☐ Check ☐ Credit Card
To make payment call
573-636-3828.