

## What can growing companies do to increase delegate footfall to their conference stands and increase lead capture?

- Have a kick ass keynote speaker shout you out from stage
- Have some sort of game that delegates can interact with
- Have a give away competition for a super cool prize





### Kick-ass Keynote Speaker

- CX Rockstar, James Dodkins
- World's first and only musical Customer Experience Keynote
- UK's #1 CX Influencer
- In massive demand
- Huge social following (>25k)
- Plays guitar in talk 🙀







great sessions at #CCWNashvi

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Country Head of Customer Experience & Service... James, you really think out of the box. One of the best, if not the biggest innovative person in this industry! Congrats! A pleasure to read you and watch every single day. Thanks! ech and innovation until the but it's all a means to an end as ters deliver simply sightful and inspir. ssage at the heart of Shameem Smillie • 1st

6h ...

was great to se

Contact Centre Sales Manager UKISA at Mitel 41m ... One of the best keynote sessions I've ever been part of James Dodkins! Great reminder of the value of CX and why it resonates so much with of all us. Mitel and Olive are all about point 2 in your comment below. Thanks, Olive Communications UK for creating such a fabulous event! 1 Like

□ · 1 Reply

justintimecx Your stage event (I mean what else could it have been called...Okay maybe l could have said "Epic Performance") was so well crafted from both #CX industry and #CX practitioner perspectives that I was blown away. I can't wait to start following you content and catch up with you at the next event! 🤚

#### When James performs, social media blows up!



7 Comments

James Dodkins and Edify . 🤘

ing #cx #ccwnashville20 #customerexperience

Dennis Wakabayashi \* <sup>1st</sup>



00:56

9 Comments • 3,768 Views

"Don't copy what others are doing. Find inspiration in wh

Rockstar, inspiring many CX professionals including me at

they did it and copy that." James Dodkins, thee CX

Does your first impression leave a lasting impression customer's bad experience can quickly become thousands

of potential customers' bad first impression.

#cx #customerexperience #rockstarcx

BAistanbul Conference

OO 72

## Game that delegates can interact with

Guitar hero tournament
Very 'on brand' for James
Get lots of fun photos and footage
Draw people to your booth
Everyone will look as cool as this dude in the photo





# Give away competition for a super cool prize

- Have people enter contact details to win the guitar James plays in his talk
- Will bring a massive amount of contact details for follow up
- Extremely unique and unforgettable

Massive shout out to **CX Company** for making it possible for me to be here today, make sure to swing by booth 102 and enter the competition to win this very guitar!





### How would it work?

#### Let's grab a call to discuss Email jd@rockstar.cx



