

## Enjoy a journey into Experiential Services at this year's POMS College of Service Operations Mini- Conference Thursday, May 5, 2016

### Tentative Conference Agenda

10:00am

**Welcome**

10:15am

**Industry Speakers**

12:30am

**Lunch**

1:30pm

**Bus departs for the Industry Tour**

2:00pm - 4:00pm

**SeaWorld Theme Park Industry  
Tour**

5:00pm

**Closing Reception**

This year's College of Service Operations Mini-Conference will offer you an opportunity to:

- Learn about the experiential service practices of leading companies
- Engage with academics that are passionate about studying service operations
- Take an inside look at the service operations of the **SeaWorld Orlando** theme park

While the customer experience has always been part of service management, a number of companies have made it a central element of the value proposition. The services that they deliver are experiential, meaning that the core of the service offering is in the development of an emotional connection and engagement that creates a memorable experience for the customers. Ultimately, value is in the eyes of the customers, and so the customer experience can lead companies on a journey toward world-class service quality.

**At this year's POMS College of Service Operations Mini-Conference, we will hear about how high-level experiential service initiatives can lead to successful outcomes. Practitioner experts will describe what experiential service means to their business and how they make this happen. Learn about the experiential service practices of leading companies, engage with academics that are passionate about studying service operations, and join us in an industry tour of **SeaWorld Orlando** theme park!**

### Registration and Venue

The 2016 POMS College of Service Operations (CSO) Mini-Conference will take place in the same venue as the annual general POMS Conference (Lake Buena Vista Hilton, Orlando, FL). Lunch and transportation from/to SeaWorld Theme Park will be provided. In addition, stay for the closing reception where you will have the opportunity to network with other service operations scholars.

Registration will be available through the annual general POMS Conference Website on Tuesday, March 1, 2016.

### Contacts

The Mini-Conference is organised by Ornella Benedettini (University of Cambridge, UK) and Liana Victorino (University of Victoria, Canada). If you have any questions, please do not hesitate to contact either organiser.

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