



# Top 8 Reasons to Hire Bob Pacanovsky To Create BLACK TIE Experiences For Your Organization

**B** ▶

## BETTER CUSTOMERS and STRONGER BRAND

You want to create a stronger brand with a better experience for your customers.

Bob's mission is simple: deliver an ROI for your business immediately, while he is still on the stage talking to your people. You need a speaker who will deliver such a relatable and impactful session that your people easily and quickly understands what he teaches. And he delivers this in spades by focusing on **3 aspects of what really makes a great employee and a happy customer**: Loyalty, Retention, and Engagement.

*"The insights and guidance Bob Pacanovsky provided to our participants at our conferences were highly sought after and valuable. They raved about the message he provided during his keynote presentations, and reminded them that, ultimately, everything we do is about relationships and service to one another. The Black Tie Experience is what each of us seeks every day in our personal and professional relationships."*

—Jarrod A. Clabaugh, CAE, President & CEO, Ohio Society of Association Professionals

**L** ▶

## LASTING RESULTS

You need a speaker who delivers lasting results for your audiences (not a speaker whose presentation is forgotten the moment it's over).

Bob's mantra is – to create an impression that LASTS. And he does that with ease as he engages with your audiences. **He turns common sense ideas into common practice solutions** and then gives you the tools for your toolbox to always keep with you. The key to any successful program is this; **what will your people do once they leave the seminar?** How much will they retain and implement? **Bob provides everyone with a 21-day Action Plan** with an accountability partner to make sure that his program creates the lasting results you need.

*"THANK YOU for an outstanding presentation. You 'hit it out of the park' which is exactly what I asked you to do at the closing session. I have received all positive feedback from our members. You were a pleasure to work with and I look forward to working with you again in the future."*

—LaShun Chappell Wright, Director of Training and Technical Assistance, Georgia Primary Care Assoc.

**A** ▶

## ADDS VALUE

You want someone who adds extreme value to your business... not someone who's just in it for the paycheck.

Bob wants to make sure he **delivers what YOUR team needs**, not the one he wants to deliver. That is why he developed his Black Tie Assessment that he goes over with you (or anyone on your team), PRIOR to his program. He'll also interview some of your people to really understand their current challenges.

But it doesn't stop there. Bob can create a **marketing video that will promote your meeting** or conference- at no additional charge. This video can create interest in your event and people get to see who this guy in the "black tie" really is! Plus, he'll give your people his FREE 20 offer, which is a great follow-up conversation that your people can receive from Bob.

**C** ▶

## CUSTOMER FOCUSED, CARING and RESULTS DRIVEN

You need a speaker who understands your organization and your employees... not a cookie-cutter presentation that doesn't meet your needs.

This presentation is all about you and your organization. **You don't have cookie-cutter challenges and opportunities**, so why would you hire a speaker who gives you the same talk, regardless of your industry?

Bob puts his focus on his customers and creates your customized presentation. **It has your jargon, your trends, your challenges**, etc. He puts himself in your shoes and makes sure that he delivers what you need, not what he wants to speak about.

*"As we were developing a customer service quality improvement project, the one person who we knew would be the perfect fit to conduct the trainings was Bob Pacanovsky. He comes with excellent customer service skills... and a motivating message. He takes the time to fully customize his seminars to your goals and expectations all while holding true to his Black Tie Experience Principles."*

—Julie Esack, Quality Improvement Ombudsman, Direction Home Akron Canton Area Agency

**K** ▶

## KNOWLEDGEABLE

You want a presenter who KNOWS how to tap into your team's needs, fears and wants and engage with them on their level.

Knowledge breeds confidence in your teams. Bob doesn't simply get on stage and speak at them; **he speaks to them and involves them in it so that they will understand what he is sharing**. Whether it is a Keynote speech or a strategic planning session, Bob engages with your audiences. **He has trained numerous teams throughout his career as an entrepreneur**.

*"We wanted to express our gratitude for being part of our Cleveland Regional meeting. Your professionalism was evident in every aspect of your presentation, and your passion was truly inspiring. The engaging presentations you delivered left a lasting impact on all attendees!."* —Cindy Zemko- Vice President of Professional Development & Member Services, Assoc. of Nutrition & Foodservice Professionals



## TIME-TESTED

*You need a presenter who walks the walk and has the experience to deliver a presentation that makes the difference... not a newbie who's never created exceptional customer experiences before.*

With more than 20 + years in the hospitality industry, Bob's methods for delivering the customer experience are tested and tried. He and his team **helped create over 7,000 opportunities to perfect the Black Tie Experience, and he has learned what to do and not to do to create loyal and raving fans.** Included in these events were 25 National Pro Football Hall of Fame Induction parties.

*"He has conducted Hospitality and Service Excellence training for our teams. His personalized training approach and knowledge of our industry have benefitted our company and have helped our team perfect their skills. He has become an integral part of the Divine Events' success!"*

—Pam Howatt, President & Founder, Divine Events- Las Vegas



## INTERACTIVE

*You need someone who knows how to get your team involved so they're ready to make a change.*

You want a speaker who delivers an impact and involves your teams so they really listen and get involved. Bob makes sure **his seminars are filled with stories that will leave an impact** with you and thought-provoking questions to keep your audience engaged.

*"Our attendees loved Bob and his message! He is incredibly easy to work with. One attendee said it best: 'Totally engaging – loved his entire presentation!' I would highly recommend Bob to all organizations looking for an engaging and thought-provoking keynote speaker."*

—Lindsay Plath, CMP, Education & Events Manager, AMR Management Services



## ENERGIZES and ENCOURAGES

*You need someone who will keep your audience engaged, entertained, and learning... not someone who puts them to sleep and doesn't teach a thing.*

So many presenters don't have what it takes to connect and energize their audiences, let alone inspire them to accept the changes they share during their presentation. When Bob takes the stage, **he uses his close to 30 years of hospitality experience to relate to your audience, create a real connection to them**, get them to see that what he is sharing is practical and easy, and he encourages buy in with his stories, wit and humor.

*"Bob delivered an outstanding session, inspiring participants to become storytellers for our vibrant city. His engaging approach laid the groundwork for a 'Culture of Welcome,' introducing our 'Standards of Excellence' and elevating the Customer Experience with impactful strategies. He empowered us to transform visitors into passionate Brand Ambassadors for Paducah."*

—Lynda Peters-Jones, Director of Sales, Paducah Convention & Visitors Bureau



Bob Pacanovsky works with organizations that want to achieve the highest levels of Hospitality and Service Excellence so that they can attract and retain more customers and employees.

**BOB PACANOVSKY**  
KEYNOTE, CONFERENCE, and CORPORATE SPEAKER  
*Creating an impression that LASTS!*



*Book Bob for your next*

*Keynote, Conference or Corporate event, Strategic Planning sessions, and more:*

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