

# BOB PACANOVSKY

Creating an impression that LASTS!

KEYNOTE, CONFERENCE,  
and CORPORATE SPEAKER

Discover how to deliver  
the **Black Tie Experience**  
to attract and retain more  
customers and employees!



Bob Pacanovsky works with organizations who want to *Achieve the Highest Levels of Hospitality and Service Excellence.*

How? By giving them the tools to deliver a *Black Tie Experience* that exceeds customer expectations.

With nearly three decades of experience in the hospitality industry, Bob Pacanovsky guides organizations to:

- ♦ Dramatically boost your loyal customer base and bottom line.
- ♦ Elevate the highest standards of professionalism, presence, and passion among your staff and management teams.
- ♦ Foster consistency in your systems, culture, and leadership, enhancing retention and engagement.

All presentations are available as a:

- ♦ Keynote, Conference, or Company Seminar (45, 60 or 90 minutes);
- ♦ Strategic Planning Session (two-hour, half-day or full-day)
- ♦ Short-term or long-term consulting

All seminars can be done: In-Person, Hybrid, or Virtual

## What clients have to say about the **Black Tie Experience**:

“If you’re thinking about working with Bob Pacanovsky, do it! He was able to add brilliant content to our annual stakeholder meeting. In post-meeting surveys, his time with us was rated one of the highest. This is just a good investment and just good business.”

—Peter Bowden, President/CEO, Visit ColumbusGA

“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 takes the time to fully customize his seminars to your goals and expectations all while holding true to his Black Tie Experience Principles. He genuinely cares for his customers and goes above and beyond every time!”

—Julie Esack, Quality Improvement Coordinator/Ombudsman Specialist, Direction Home Akron Canton

“Bob’s passion for excellence, leadership, and hospitality is contagious. His Black Tie Experience philosophy instills a culture of professionalism, courtesy, and service excellence that resonates long after his sessions conclude.”

—Laine Garner, Senior VP of Sales, Membership & Education Louisiana Travel Association

## Seminars and workshops to attract and retain more customers and employees, including:

### ✂ The “Big 4” to Creating More Storytellers for your Organization!

SIGNATURE SEMINAR

*Are you ready to stand out and be truly loved by your customers and employees? In this seminar, we’ll explore how hospitality and service excellence can transform your organization into a customer favorite.*

With over 30 years of experience, Bob will share his “Big 4” framework for delivering a first-class customer service experience. Discover how to turn ordinary interactions into extraordinary, unforgettable experiences and create a culture where customers eagerly share their positive stories.

### ✂ The Five Essential Laws of Hospitality ✂

(to build Loyalty, Retention, and Revenue)

SIGNATURE SEMINAR

*How often does your brand get talked about? Do people become passionate storytellers, sharing their positive experiences?*

Customer service is important, but to captivate customers and turn them into brand ambassadors, you need to master hospitality. Hospitality creates emotional connections and personalized experiences, leaving lasting impressions and fostering loyalty, retention, and revenue growth.

Discover the 5 Laws of Hospitality and transform your customers from satisfied to loyal. Don’t miss this chance to elevate your customer relationships and unlock the full potential of hospitality.

### ✂ BECOMING REMEMORABLE! ✂

#### Transforming Service into Storytellers

*Why do some organizations effortlessly capture the hearts of their customers, while others struggle to stand out? What sets these exceptional organizations apart?*

In today’s competitive landscape, good service isn’t enough. To thrive, you must create **rememorable experiences** that leave a lasting impression. This seminar equips you with strategies and tools to elevate your hospitality and service excellence, transforming your organization into a customer-centric powerhouse.

Bob will share his research on boosting loyalty, engagement, retention, and revenue, and cultivating more storytellers for your organization.

Contact Bob for more seminar ideas on Customer Experience, Servant Leadership, and Workplace Culture.

330.352.6084

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www.BobPacanovsky.com



# Choosing a Speaker is AN IMPORTANT DECISION.

## Why Hire Bob? ? ? ?

### **B BETTER CUSTOMERS and STRONGER BRAND**

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

### **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).

### **A ADDS VALUE**

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

### **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.

### **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.

### **T 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.

### **I INTERACTIVE**

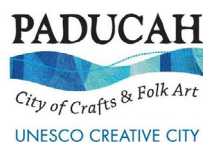
You need someone who knows how to get your team involved so they're ready to make a change.

### **E 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.

All seminars can be done: In-Person, Hybrid, or Virtual

Bob is trusted by clients like:



LinkedIn: [Linkedin.com/in/BobPacanovsky](https://www.linkedin.com/in/BobPacanovsky)  
Facebook: [Facebook.com/BlackTieExperience](https://www.facebook.com/BlackTieExperience)  
Instagram: [black\\_tie\\_experience](https://www.instagram.com/black_tie_experience)



♦ ♦ ♦ Book Bob for your next event, leadership retreat, conference, or company training. ♦ ♦ ♦

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