

# BOB PACANOVSKY

KEYNOTE, CONFERENCE,  
and CORPORATE SPEAKER

*Creating an impression that LASTS!*



- Bob Pacanovsky works with organizations who want to:
- ◆ Create Customer Loyalty
  - ◆ Develop Selfless Leaders
  - ◆ Forge Lasting Impressions

How? By using the Power of Hospitality to deliver a *Black Tie Experience*.

The power of Hospitality is in my DNA. It was crucial to the success of our businesses over the last 20+ years. Every program I offer to you I have created, tested and implemented first in my own businesses. Now, I am offering these programs to you to create a stronger brand, a stronger team, and raving Brand Ambassadors for your organization.

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

“The insights and guidance Bob Pacanovsky provided to participants at our 2018 annual conference were highly sought and valuable. They raved about the message he provided during his keynote presentation as it invigorated them and reminded them that, ultimately, everything we do is about relationships and service to one another!” —Jarrod A. Clabaugh, CAE, Ohio Soc. of Association Executives

“Bob was our Keynote Speaker and Facilitator for the Ohio Physical Therapy Association (OPTA) annual Leadership Development Conference. Feedback from our members indicated they found real value in *The Black Tie Experience*—it was the highest rated program in the past five years.” —Victoria Gresh, CAE, Ohio Physical Therapy Association

“Bob’s presentation on the *Black Tie Experience* started our day off with humor and generated a buzz that lasted long after he left. His practical tips for putting his training into action on a daily basis energized our employees.” —Tricia Blanco, Georgia Highlands Medical Services

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

### Programs to help attract and retain more customers and employees:

#### 🎩 Black Tie Customer Experience: 🎩

##### Discover the Missing Link to create the *Black Tie Customer Experience*!

Identify and implement this “Missing Link” that turns Customer Service transactions into *Black Tie Experience* stories! Examine the four principles connected with this missing link that lead to greater engagement, retention, and loyalty for both your clients and your employees!

- ◆ **Build a Foundation (Culture) of Hospitality (Welcome)**
- ◆ **Create YOUR Standards of Excellence to attract and retain your employees and customers**
- ◆ **Develop your Impact Points by first becoming your customer**
- ◆ **Transform your Customers into Brand Ambassadors!**

Each of these four strategies can also be made into a stand-alone Keynote or workshop program.

#### 🎩 Black Tie Selfless Leadership 🎩

- ◆ **Discover how to position your people as Leaders, not just Bosses with the 7-5-0 Formula**
- ◆ **Implement the 8 principles of Hospitality Leadership to become a Selfless Leader**
- ◆ **How to convert Leadership from a Noun to a VERB**

#### 🎩 Black Tie Professional Presence 🎩

- ◆ **Design your Powerful and Professional Brand!**
- ◆ **How do you Show up? The perception of First and Lasting Impressions**
- ◆ **Set your Best Fork Forward with a Live Dining Experience and seminar**

All presentations are available as a:

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

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# 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.

Bob is trusted by clients like:



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

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