



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

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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 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. 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

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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.

"The Black Tie Experience worked for us! Are you ready to experience change, be ready because it will happen!" —Tammy Denton, Healthcare Executive

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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!

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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.

"Bob was our Keynote Speaker and Facilitator for the Ohio Physical Therapy Association (OPTA) annual Leadership Development Conference. He took the time to understand their profession, their challenges and their opportunities and created a customized message that resonated with them. 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, Executive Director, Ohio Physical Therapy Association

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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**.

"Bob has conducted Service Excellence and Leadership Trainings for our teams. His personalized approach, knowledge of our industry and training approach has benefitted our company and has helped our team perfect their skills. He has become an integral part of the Divine Events success!" —Pam Howatt, Founder & President, Divine Events, Las Vegas

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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.

"Bob's training taught me more than just high quality standards and techniques of leadership, customer service and business etiquette; he taught me to lead as I would want to be led; to treat guests/customers as I would want to be treated and that my actions can speak louder than my words. Bob will help you and your staff leave a WOW impression through actions, words, appearance and presentation!"

—Donna Anderson, Akron Zoo

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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.

"It was obvious you were 'striking' the right chord with our members based on their engagement and active participation during your presentation. I witnessed interaction and sharing of ideas between our audience members, something that is not easily accomplished with our group!" —

Bill Duff, Illinois State BPA

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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 over 20 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 brought an engaging message with compelling content related to the customer experience. He helped our attendees see their businesses through the most important lens...the eyes of their customers. He was very easy to work with, and really took the time to gain an understanding of his audience so that his presentation would be relevant and timely." - Todd Probus, National Tour Association



Bob Pacanovsky works with organizations who want to achieve the highest levels of Service Excellence and Hospitality 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, Leadership Retreat, Strategic Planning sessions, and more:

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