

BOB PACANOVSKY

KEYNOTE, CONFERENCE,
and CORPORATE SPEAKER

Creating an impression that LASTS!



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.

What does a Black Tie have to do with Customer Service, Culture, and Leadership?

I'll be honest with you...If it's only part of a uniform, not much. Just like a logo or a dress code in your organization, it's symbolic. But symbols alone don't change outcomes.

The real power comes when the Black Tie becomes a mindset: a commitment to excellence, service, and creating experiences that are not just memorable, but REMEMORABLE. Experiences that inspire customers to become storytellers and advocates for your brand. Does your organization have a Black Tie Mindset when it comes to delivering that talked about, and REMEMORABLE Customer Service?

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

“Your message on being REMEMORABLE and the power of delivering excellent customer service truly resonated with our audience. You brought energy, insight, and practical inspiration that will no doubt ripple through our tourism community. That's the kind of impact we hope for—and you delivered it beautifully.”
—Shawna Reid, Director of Destination Services, Visit Galveston

“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. 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, VP of Elder Rights, 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

All presentations available as: Keynote, Conference, or Company Seminar (45, 60 or 90 minutes); Strategic Planning Session (two-hour, half-day, full-day); or Short-term or long-term consulting.

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

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

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

➤ 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.

➤ The Five Pillars 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 Pillars 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.

➤ Igniting Selfless Leadership: ➤ **The Sparks for Success**

Are you ready to transform your leadership style and inspire your team to achieve new heights? Discover the eight essential “sparks” distinguishing true leaders from those who merely manage.

Today, traditional leadership models often prioritize authority and power, leaving employees feeling undervalued and overworked. Selfless Leadership offers a refreshing alternative, focusing on empowering and engaging your team. By cultivating these eight key traits, you can create a positive work environment where everyone feels valued and inspired to excel.

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

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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.

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

Bob is trusted by clients like:



HISTORIC HOTELS of AMERICA

National Trust for Historic Preservation*



SALES, MARKETING & PR
SMPR FORUM
SOUTHEAST TOURISM SOCIETY

VisitColumbusGA
Visit GALVESTON

MPI MIDDLE PENNSYLVANIA CHAPTER

DIRECTION HOME AKRON CANTON
AREA AGENCY ON AGING & DISABILITIES

TPCA TENNESSEE PRIMARY CARE ASSOCIATION

Sweet Home Alabama

LOUISIANA Feed Your Soul.

oasbo Ohio Association of School Business Officials

LOALA Ohio Assn. of Library Associates
DESTINATION Cleveland

OFDA

WYOMING GOVERNOR'S HOSPITALITY & TOURISM CONVENTION

NATIONAL ASSOCIATION OF STATE VETERANS HOMES

KSAE Kentucky Society of Association Executives Building Through Networking

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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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