

BOB PACANOVSKY

Creating an impression that LASTS!

KEYNOTE, CONFERENCE,
and CORPORATE SPEAKER



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.

The Black Tie Experience is at its core: a mindset and methodology that teaches leaders and their teams how to deliver customer experiences that make people feel more

- ◆ Valued
- ◆ Welcomed
- ◆ Appreciated
- ◆ Remembered

It's NOT about tuxedos, and bow ties. Those are just symbols that were a part of our organization. But symbols don't change outcomes – mindsets do.

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.

330.352.6084

Bob@BobPacanovsky.com
www.BobPacanovsky.com



The Outcomes You Can Expect from My Seminars

- ◆ Higher customer loyalty & retention
- ◆ Stronger team culture & engagement
- ◆ More consistent service behaviors
- ◆ Improved communication & collaboration
- ◆ Better first impressions and lasting impressions
- ◆ A unified, people-centered culture
- ◆ Increased reputation and brand differentiation

The Challenges I Help Solve

- ◆ Inconsistent customer or resident experience
- ◆ Low employee engagement or morale
- ◆ Lack of service standards across departments
- ◆ Culture gaps between leadership and frontline teams
- ◆ Poor communication or followthrough
- ◆ Difficulty creating memorable experiences
- ◆ Teams that feel disconnected or siloed

These problems exist in every industry, not just hospitality.



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)

Bob is trusted by clients like:



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

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

330.352.6084 Bob@BobPacanovsky.com www.BobPacanovsky.com