



EDWARDS
SCHOOL OF BUSINESS
UNIVERSITY OF SASKATCHEWAN

Are you Really Being Served? - An interactive seminar

Friday, November 28, 2008

1:30 – 4:30 pm at Edwards School of Business Room 112

Services represent a dominant, and growing, presence in our economy. Despite service providers' efforts, customers often have a less than positive perception of services. What is it about the nature of services that makes them difficult to manage and market? How can a service provider increase service quality and create loyal customers? This seminar will explore these and other related concepts through a combination of in-class discussion and hands-on exercises.

Facilitators: Dr. David Zhang and Dr. Marjorie Delbaere

Before: We want to hear from you ahead of the seminar to personalize the content.

During: We will discuss ideas and opportunities within our own business community.

After: We welcome and encourage you to contact us and establish an on-going dialogue on this issue.

**Contact 306.966.5572 for more information and to register. Cost \$100 + GST
Group discounts available.**

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