



European Centre for the
Experience Economy

THE EXPERIENCE
ACADEMY
THE ESSENTIAL ROLE
OF AUTHENTICITY IN DECLINING
MARKET

5TH OF JUNE 2009

13.00-17.30 PM

LOUNGE ROOM AT PERFORMANCE SOLUTIONS

HOLLAND OFFICE CENTER, BUILDING 4

KRUISWEG 817,

2132 NG HOOFDORP

NEAR SCHIPHOL AIRPORT



PrimaVera Research Program
UNIVERSITEIT VAN AMSTERDAM

THE ESSENTIAL ROLE OF AUTHENTICITY
IN DECLINING MARKETPLACES

Get real and get customers
Authenticity is what your customers really want
B. Joseph Pine II



Few industries have become as commoditized as financial services over the past three decades. Banks in particular have pushed customers out of branches – the one place where they could create an experience – to use automatic teller machines, and then voice response systems, and finally the internet. Today, the only way differentiate is to go beyond financial *services* to stage *experiences* so engaging that potential customers can't help but pay attention – and pay up as a result by buying a company's offerings.

Moreover, in today's Experience Economy people no longer want the fake from the phony; they want the real from the genuine. For any offering to be successful, therefore, it must be perceived by customers as real. Customers increasingly expect all types of businesses – including financial institutions – to represent their selves, their places, and their offerings authentically.



Workshop Authenticity

Featuring Joe Pine

Goals

- The essential role of authenticity in a declining market.
- What are the building blocks of authenticity through the eyes of the Dutch ?
- Authenticity is what consumers really want.

13.00	Reception and lunch
14.00	Back to the basics and core Values . Introduction by André Wiringa(CEO Performance Solutions)
14.05	Authenticity Lecture by Joe Pine
15.00	Break
15.30	Report on Authenticity Research in general in the Netherlands and specific at Financial Services. By Albert Boswijk (European Centre for the Experience Economy)
15.45	Implementation issues by Joe Pine
17.00	Next steps and drinks.
17.30	Ending



Please mail this registration form to
 THE EXPERIENCE ACADEMY 2009
 AUTHENTICITY WORKSHOP WITH JOE PINE
 THE 5TH OF JUNE 13.00-17.00 hours
info@experience-economy.com or fax to +31346212029

- Yes, I would like to register for the Authenticity workshop with Joseph Pine organised by the European Centre for the Experience Economy and Performance Solutions and I authorize irrevocably once-only the European Centre for the Experience Economy to charge my account for € 500 excl VAT(€595 incl. VAT)
- I am a professional member/ambassador of the Experience Academy and therefore receive a 10% reduced fee and I authorize irrevocably once-only the European Centre for the Experience Economy to charge my account for € 450 excl VAT(€535,90 incl. VAT)
- I like to receive an invoice and will pay immediately after reception of invoice

Conditions for registration and cancellation

Registration occurs in the order of receipt of registration and signed authorisation for payment. Cancellation policy; if you are unable to attend please notify us in writing and you are allowed to sent a colleague. Written cancellation will be accepted before the 22nd of May after the 22nd of May the full workshop fee will be forfeited

Company name;.....

Name;.....

Function;.....

Address.....

Postal Code;.....City.....

Bank account.....

Telephone.....Fax.....

E-mail.....

Signature.....

I would like to register the following colleagues;

Name;.....

Function;.....

Address.....

Postal code;.....City.....

