

Printemps des études

CLIENT INTELLIGENCE & STRATEGY SUMMIT

Call for Papers - Conference B

“360° clients, the stakes of omnichannel.”

Participate in the Testimonials and Feedback conference:

“360° clients, the stakes of omnichannel.” organized in the Amphitheatre Havane of le Palais des Congrès de Paris during Le Printemps des Études (28th and 29th September 2023). This **1h30** conference gives the floor to **3 or 4 pairs of speakers (MR agencies or service providers + clients or experts)** to share their approaches of the topic and answer questions from the audience and the moderator.

Le Printemps des études’ Program Committee will select, based on content and quality, the speakers who will take part, free of charge, in this conference.

In order to answer the call for papers, please return the attached form (in Word or PDF format) to Solange RICARD by email (s.ricard@empresarial.fr) **before March 24, 2023**, to present your approach and experience on the topic to the Program Committee which will select the pairs of speakers. **The presence of a client or expert by your side is mandatory to compete.**

Conference B "Testimonials and Feedback "
"360° clients, the stakes of omnichannel."

Proposed Speaker:

Name:
Forename:
Society:
Job Title:
Email:
Mobile phone:

Client who will speak with you:

Name:
Forename:
Society:
Job Title:
Email:
Mobile phone:

OR

Name:
Forename:
Society:
Job Title:
Email:
Mobile phone:

Proposed title	
Chosen Issue	

Objectives	
Approach implemented	
Operational lessons learned	
Experience report	
Perspective	

Please add a summary of 10-15 lines for the Program Committee's consideration.

<u>Summary</u>
