

# Printemps des études

CLIENT INTELLIGENCE & STRATEGY SUMMIT

## Call for Papers - Conference B

**“Holistic understanding of the customer: multi-source and multi-channel stakes.”**

Participate in the Testimonials and Feedback conference:

**“Holistic understanding of the customer: multi-source and multi-channel stakes.”** organized in the Amphitheatre Havane of le Palais des Congrès de Paris during Le Printemps des Études (28<sup>th</sup> and 29<sup>th</sup> 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](mailto:s.ricard@empresarial.fr)), 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 "**

**"Holistic understanding of the customer: multi-source and multi-channel stakes."**

**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:**

<b>Proposed title</b>	
<b>Chosen Issue</b>	

<b>Objectives</b>	
<b>Approach implemented</b>	
<b>Operational lessons learned</b>	
<b>Experience report</b>	
<b>Perspective</b>	

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

<b><u>Summary</u></b>
-----------------------