

Optimizing Channels Workshop

Monday, April 14, 2014

Institut Cooperatif Desjardins

150 Rue Ste-Catherine West

Basilaire 2

Montreal, Quebec

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| 7:30 – 8:15 | Registration & Breakfast |
| 8:15 – 8:30 | Welcome & Introductions
George Hofheimer, Filene Research Institute |
| 8:30 – 9:15 | Review of First Workshop & Introduction to Experience Optimization Tool
Dennis Campbell, Harvard Business School |
| 9:15 – 10:45 | Workshop 1: Using the Optimization Tool
Dennis Campbell, Harvard Business School |
| 10:45 – 11:00 | Break |
| 11:00 – 12:15 | Introduction to Customer Experience Analytics
Dennis Campbell, Harvard Business School |
| 12:15 – 1:15 | Lunch |
| 1:15 – 2:30 | Interactive Lecture: Case Studies on Influencing Customer Behavior
Dennis Campbell, Harvard Business School |
| 2:30 – 2:45 | Break |
| 2:45 – 4:15 | Workshop 2: Influencing Member Behavior
Dennis Campbell, Harvard Business School |
| 4:15 – 4:30 | Wrap Up & Conclusions
George Hofheimer, Filene Research Institute |
| 5:00 – 7:00 | Desjardins Cocktail Reception
Hyatt Montreal
All attendees are welcome to join immediately following the workshop. |



**Credit Union
Central of Canada**

At Filene we appreciate the generosity of all our members. We particularly wish to thank **Credit Union Central of Canada** for its research partnership to make this workshop possible.