**ADAPT & THRIVE: HOW LEADERS CAN PREPARE TO WIN**

Brought to you in partnership with the Restaurant Association of MD, this keynote focuses on how you can elevate the relationships you have with your most important stakeholders: your customers and your employees. Ryan teaches organizations how to create remarkable experiences and earn customers for life. Customer expectations have changed. For buyers, an alternative choice is usually just a click away. Today, customers want an experience, and the best brands step up and deliver, consistently. This keynote examines how category-leading companies start with their people, aligning employees around a common mission and empowering them to create memorable customer experiences.

Ryan explores current trends and shares standout customer and employee stories from his portfolio of case studies. He will demonstrate how technology and social connectedness are influencing thinking and changing the way we engage with a brand. He helps participants shift their thinking and emerge with new ideas about both customer and employee relationships that will impact the business.

Recruitment, retention and engagement will be explored so you can be a culture champion. The outcome of this keynote will be an audience prepared to capture employee commitment and customer loyalty to drive business growth.

Learning Objectives

* Learn global workforce trends from our research portfolio.
* Understand how to capture your unique How Advantage.
* Explore what it means to be a chief experience officer.
* Examine the importance of brand evangelism.
* Understand the impact of social connections and technology on the brand experience.

This session will be held on Monday, March at 9:30am in Room 208 of the Ocean City Convention Center.