

**Customer Service Influencer, Author and
Former
Walt Disney World Leader to Speak at the
International Marina & Boatyard Conference
(IMBC)**

Dennis Snow to Deliver Second-Day Keynote on World-Class Customer
Service

Warren, RI - Dennis Snow will deliver the second-day keynote address at the International Marina & Boatyard Conference (IMBC). His presentation, sponsored by the Recreational Boating and Fishing Foundation (RBFF), is scheduled for January 14 - January 16, 2020, at the Broward County Convention Center, Fort Lauderdale, FL. His presentation, "Delivering World-Class Service: Lessons from the Mouse," will be Thursday, January 16, 2020, at 9:00 a.m. IMBC is produced by the Association of Marina Industries (AMI).

Dennis Snow is recognized for his expertise in delivering the exceptional customer experience, a passion he developed through his more than twenty years of service and leadership with the Walt Disney World Company. Dennis launched a division of the Disney Institute responsible for consulting with some of the world's largest companies including ExxonMobil, AT&T, General Motors and Coca Cola. Dennis also spent several years with the globally recognized Disney Institute, teaching corporate philosophy and best business practices to their leadership teams. He coordinated the Disney Traditions training program, which is still universally recognized as the benchmark in corporate training for their organization. Dennis is an author of several books on customer service. The newest, just released, is "Lessons from the Mouse: A Guide for Applying Disney World's Secrets of Success to Your Organization, Career and Your Life."

"We all believe that we provide excellent customer service, but in today's world that is just not good enough, you must be exceptional," says AMI Chair Joe Riley, CMM. "So much has changed in our industry and the world in terms of what defines excellent customer service. It is now about the full experience. In a world where so many recreational industries are fighting for the disposable household dollars, the best experience wins out. No organization creates an experience like Walt Disney, and they have done so for decades. We look forward to hearing from Dennis on how smaller organizations can take some of the tips and tactics from Disney and successfully apply them in our own businesses."

Immediately following his keynote address, Dennis will deliver a 60-minute breakout session, "Leading a Culture of Service Excellence," where he will expand on his keynote, providing tips and takeaways for overhauling the culture in your organization to create one that is customer experience focused and fun.