

BROAD EXECUTIVE FORUM

December 1, 2004 – 2:00 p.m.

\$ecrets of Extreme Customer Service

Everything about Steve Ballmer is extreme; he doesn't hold anything back. Lately he has been focused on providing excellent – some might even say extreme – customer service to Microsoft clientele in the wake of IT security concerns. Come learn how Microsoft has expanded its customer base in a challenging environment.

Also, learn how loyalty initiatives can affect a company's bottom line. At this year's Forum, marketing industry experts will detail how their companies are winning new customers and keeping them loyal.

This year's event will be held on **Wednesday, December 1, starting at 2 p.m.** The conference fee of \$90.00 per person includes an MSU faculty-led workshop, an industry panel discussion, dinner and the keynote presentation.



Steve Ballmer
CEO, Microsoft Corp.

For more information
or to register:
www.bus.msu.edu/bef
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(517) 432-9176



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