

Keynote

# The WOW Effect!

Jasmin  
Bergeron



# The WOW Effect!



KEYNOTE

## The WOW Effect!

### Keynote Introduction

Creating a WOW effect around you is a way to stand out and improve the overall satisfaction of people you meet!

A WOW moment is an experience of wonder and delight that everyone enjoys! The WOW effect is memorable and impactful! We remember the people and businesses that make us live a WOW moment because they are fascinating and distinct. What do they have in common? How do they distinguish themselves and engage us? The keynote “The WOW Effect!” was built with this idea in mind. It contains the most effective strategies to WOW people important to you!

This conference is based on practice, interaction and humor. It was designed in cooperation with several people who have distinguished themselves in their personal and professional lives by their ability to often make people go WOW! During the presentation, examples, testimonials, research results and principles that you can apply quickly will be shared in order to make your experience as valuable, useful and energizing as possible!

### PRESENTATION OUTLINE

#### The WOW Effect!

- Benefits of a WOW effect
- Profile of people and organizations that generate WOW on a continual basis

#### A WOW is all about expectations

- Little things that make the big difference
- Promise less, give more!
- Effective strategies for lowering expectations
- Tips for mastering the art of expectation management!

#### A WOW is a perception!

- Useful tools for making people aware of the WOW you generate for them
- Credibility and the chameleon effect
- Improving perceptions of an authentic WOW Effect

#### You won't get a second chance to create a great final impression

- The final impression is more important than the first in creating a WOW Effect
- In any event: finish strong!
- Concrete strategies to make a stunning final and lasting impression

#### Interested + enthusiastic = WOW!

- To be interesting is to be interested!
- Practical tips for passing on your contagious enthusiasm
- Real examples to create more WOW effects around you
- The first steps to practice what you have learned and create effective WOW effects after the presentation

**Jasmin Bergeron, CSP, MBA, Ph.D.**

Keynote Speaker

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## Who is Jasmin Bergeron?

Jasmin Bergeron, Ph.D., CSP (Certified Speaker Professional) is a veteran of 2000 keynote presentations and workshops in 12 countries around the world! Jasmin received the “Certified Speaking Professional” designation, which is the highest international designation that can be earned in the professional speaker industry worldwide. Jasmin is also a full professor at the Business School of the University of Quebec in Montreal. He also authored or co-authored of five books, 40 scientific research papers and over 100 newspaper articles in journals such as The Wall Street Journal.



Jasmin’s main objective is to deliver practical tips and tools that can be implemented immediately. Delivering well-researched and relevant insights, Jasmin Bergeron is known for his interactive, humorous and value-oriented approach. Jasmin is a fully bilingual speaker who has a unique ability to simplify seemingly complex challenges in a way that will provide your audience with a fresh and useful perspective. Attendees particularly value the memory aid he hands out at the end. You will leave Jasmin’s keynote refreshed, energized and more confident than ever that you are prepared for the road ahead.

## Testimonials – A Professional Speaker Who Will WOW You!

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***“WOW! What a refreshing keynote. We learned while having fun. 100% satisfaction rating with all my employees. It’s the first time I’ve ever seen this!!”***

Hendel Duplessy, Village Chief, CLUB MED

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***“Our managers really enjoyed and retained a lot of material that they’ll be able to apply. In fact, many of them mentioned you during our two-day meeting!”***

France Remnitz, VP Marketing, NEWLOOK

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***“The participants appreciated the relevance of the content as well as the dynamic way you presented it. Your participation as a speaker has greatly contributed to the event’s success!”***

Catherine Lefebvre, Director of Training, AUTOMOTIVE DEALER CORPORATION

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