



THE BACKBONE OF EVERY GREAT EXPERIENCE IS IN THE VALUE OF THE SERVICE PROVIDED

Every experience we have is largely influenced by the services that surround them. The most exceptional restaurants provide great food, but that becomes almost 'table-stakes' when compared to the overall influence of the great service that must accompany the experience. Every great vacation must have a desirable location as a key element of the experience, but once again it's the service that makes or breaks the best getaway.

For the meeting and convention business, service plays the most important element of the overall experience. Just think back to the last major corporate event you attended. What was it about that event that left you wanting, or hopefully, what was it about the event that made it exceptional for you? If you're like most people, it's the service that provides the greatest impact on the overall event perception. According to an industry study

of 200 corporate participants, knowledgeable and helpful staff were found to be the leading contributor to the participants satisfaction (62%). The same study concluded that the greatest value for any event is derived from human interaction beyond the facilities or location.

For the Calgary TELUS Convention Centre, we continue to build our reputation around the people on our team who service our clients and their guests. It is our commitment to provide exceptional services to our clients which enhances our vibrant downtown location and facilities.

It is the service we provide that completes the trifecta needed for every great event we host. From corporate meetings and events to elaborate galas and celebratory functions, it's the service we provide that lets our clients raise their heads high and stand tall in a world too often built around an empty space.