

Customer Experience In-classroom Program

Welcome to the MSU Customer Experience Program! Our daily agenda is below*.

Watch for our exciting evening event announcements - we hope you enjoy!

Location: Abstrakt Marketing, 701 N. First St, Suite 101, St. Louis, MO 63102 ([map it](#))

Monday, January 27

8:00 - 8:30 Breakfast and networking

8:30 - 9:00 Welcome and orientation

9:00 - 12:00 **Customer Experience Introduction** (10:30 break)

12:00 - 1:00 Lunch and networking

1:00 - 4:30 **CX Strategy for Success** (2:30 break)

5:00 - 6:30 *Evening event - Networking, games, food, drinks, fun! Morton's Steakhouse - 999 N 2nd St, St. Louis, MO 63102 (located inside the Lumiere). mortons.com/stlouis/*

Tuesday, January 28

8:00 - 8:30 Breakfast and networking

8:30 - 12:00 **Your Customers - Their Journeys** (10:00 break)

12:00 - 1:00 Lunch and networking

1:00 - 4:30 **Accelerate & Improve Decisions with Data** (2:30 break)

Wednesday, January 29

8:00 - 8:30 Breakfast and networking

8:30 - 12:00 **Customer-Focused Innovation** (10:00 break)

12:00 - 1:00 Lunch and networking

1:00 - 4:30 **Principles of Customer Relationship Building** (2:30 break)

5:15 - 8:30 *Evening event - Dinner and a great time guaranteed! - The Old Spaghetti Factory, 727 N 1st St, St. Louis, MO 63102 (same building as Abstrakt). osf.com/location/st-louis-mo/*

Thursday, January 30

8:00 - 8:30 Breakfast and networking

8:30 - 11:45 **Customer-First Culture** (10:00 break)

12:00 - 1:00 Lunch and networking

1:00 - 4:00 **Navigating Politics of Change** (2:10 break)

4:00 - 4:30 **Graduation Ceremony**

* Please note, agenda is subject to change to help accommodate our students.