

# **Theresa Syer**

**Founding Partner, Professional Speaker at Syer Hospitality Group Inc.**

Oakville, ON, CA

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## **Description**

Theresa Syer is one of today's most influential voices on Creating Renowned Customer Experiences. As a Professional Speaker she inspires and empowers her audiences to not only offer good service but deliver memorable customer experiences in an effort to differentiate them from their competition.

Her impressive career spans more than three decades and includes all aspects of hotel & hospitality senior management. An unapologetic optimist, she knows how to infuse the passion of the customer experience from the senior executive to the front line staff.

A successful entrepreneur, Theresa is the founding partner of the Syer Hospitality Group Inc., leading experts in Customer Experience Management. She is at the forefront and cutting edge of her discipline. She is a catalyst in expanding leadership focus from the tactical issues of customer service to the much wider and strategic issue of the customer experience.

A former Director of Sales & Marketing with Sheraton Hotels, and Regional Director of Sales & Marketing for GGS Holdings Inc. (hotel management co), her honours include Sheraton Canada's Sales & Marketing Award, Sheraton's Manager of the Year and numerous Adrian Advertising Awards from HSMIAI (Hospitality Sales and Marketing Association International). In addition, she was recognized with the prestigious Greater Hamilton Economic Development Lifetime Achievement Award.

Theresa's services and powerful message invigorates teams to shake off mediocrity, master the customer experience and out shine the competition!

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## **Availability**

Keynote, Workshop, Corporate Training

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## **Industry Expertise**

Hospitality, Travel and Tourism, Retail, Health Care - Facilities, Automotive, Restaurant/Food Service, Insurance, Hotels and Resorts, Specialty Retailers

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## **Topics**

Service Loyalty, Maximizing Your Networking Skills

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## **Affiliations**

Tourism Toronto, Meeting Professionals International, Canadian Association of Professional Speakers, Global Speakers Federation, National Speakers Association, Chamber of Commerce, International Special Events Society

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## **Sample Talks**

### **Creating the WOW Customer Experience**

You may have the best structural building, perfect track record of accuracy and service with a smile and yet, your customers won't necessarily be loyal to you.

We've moved from an era of customer service to today's Customer Experience era, where it's truly the quality of the experience that matters most to your customers. Beyond good service, your customers want to be 'wowed'; they want to feel engaged and valued every time they do business with you. Creating the 'wow' is all about creating a memorable emotional connection; it's about 'how it made them feel'!

This high energy keynote focuses on how to get the buy in from your teams to delivery not only great service but more importantly gratifying human interaction. This is the connection; when emotions are evoked and the customer experience is measured against intuitive moments of contact. This connection is lacking in so many business interactions and yet is more essential than ever in creating a renowned 'Customer Experience'.

This session will motivate you to a different level of understanding when it comes to the best of the best in service. You'll now focus solely on the emotional connection and mastering the subtle details. You'll turn ordinary into extraordinary memorable experiences!

Your customers will be highly satisfied resulting in high profits and high advocacy!

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## **Past Talks**

### **Creating the WOW Customer Experience**

Canadian Restaurant & Food Service Association (CRFA)

### **Creating the WOW Customer Experience**

MPI Greater Calgary Chapter

### **Creating the WOW Customer Experience**

Private Club Marketing Professionals (PCMA)

### **Discover the secrets of becoming an engaging speaker!**

MPI Tampa Bay Area Chapter

### **Maximizing Your Networking Skills**

MPI Ohio Chapter

### **Creating the WOW Customer Experience**

MPI Montreal Chapter

**Creating the WOW Customer Experience**  
Calgary Stampede

**Creating the WOW Customer Experience**  
Canadian Society of Club Managers (CSCM)

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## **Accomplishments**

### **CSP - Certified Speaking Professional**

Theresa was recently recognized with the Global Speaker Federations distinguished CSP (Certified Speaking Professional) designation. She is one of only 47 Canadians who hold this distinction.

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