JUMPING THE CURVE IN CUSTOMER ENGAGEMENT

FERENCE LEADERSHIP and STRATEGY
Developing Human Capital and Growing Organizational Profits

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Our Mission

To Provide **Strategic Information**

For Organizations Seeking To Achieve

Peak-Performance Service Cultures

BENCHMARKS IN CREATIVITY

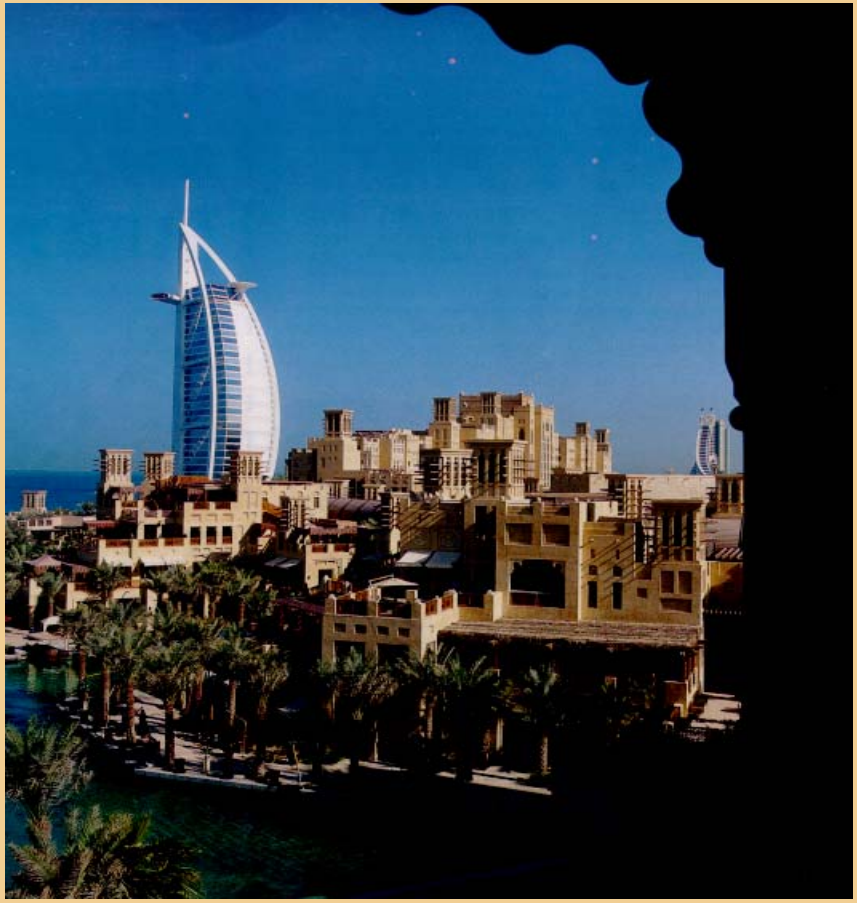
LAS VEGAS'S MGM GRAND

BENCHMARKS IN CREATIVITY

NASSAU'S ATLANTIS

BENCHMARKS IN CREATIVITY

DUBAI'S BURJ AL ARAB



BENCHMARKS IN CREATIVITY

TOKYO'S MORRI TOWER

BENCHMARKS IN CREATIVITY

TOKYO'S SHOPPING MALLS IN RAPPONGI HILLS

BENCHMARKS IN CREATIVITY

VENETIAN MACAO ON THE COTAI STRIP

CREATING CUSTOMER ENGAGEMENT

MACAO
AND THE
COTAI STRIP

CREATING CUSTOMER ENGAGEMENT

CONSTRUCTION
ON THE COTAI STRIP
2005

MACAO DEMOGRAPHICS

- 2.9 billion people within a 5-hour flight
- 1.4 billion people within a 3-hour flight
- 60 million within a 3-hour land or ferry trip
- Human capital: 125,000 staff members
- Current revenues already exceed those of Las Vegas Strip

INSIGHTFUL CREATIVITY

LOTUS BRIDGE
TO THE
COTAI STRIP AND MACAO

INSIGHTFUL CREATIVITY

MAINLAND CHINA
LINKING TO ENTERTAINMENT

INSIGHTFUL CREATIVITY

MACAO STUDIO CITY

Where Cotai Begins

CUSTOMER ENGAGEMENT

Studio City Macau

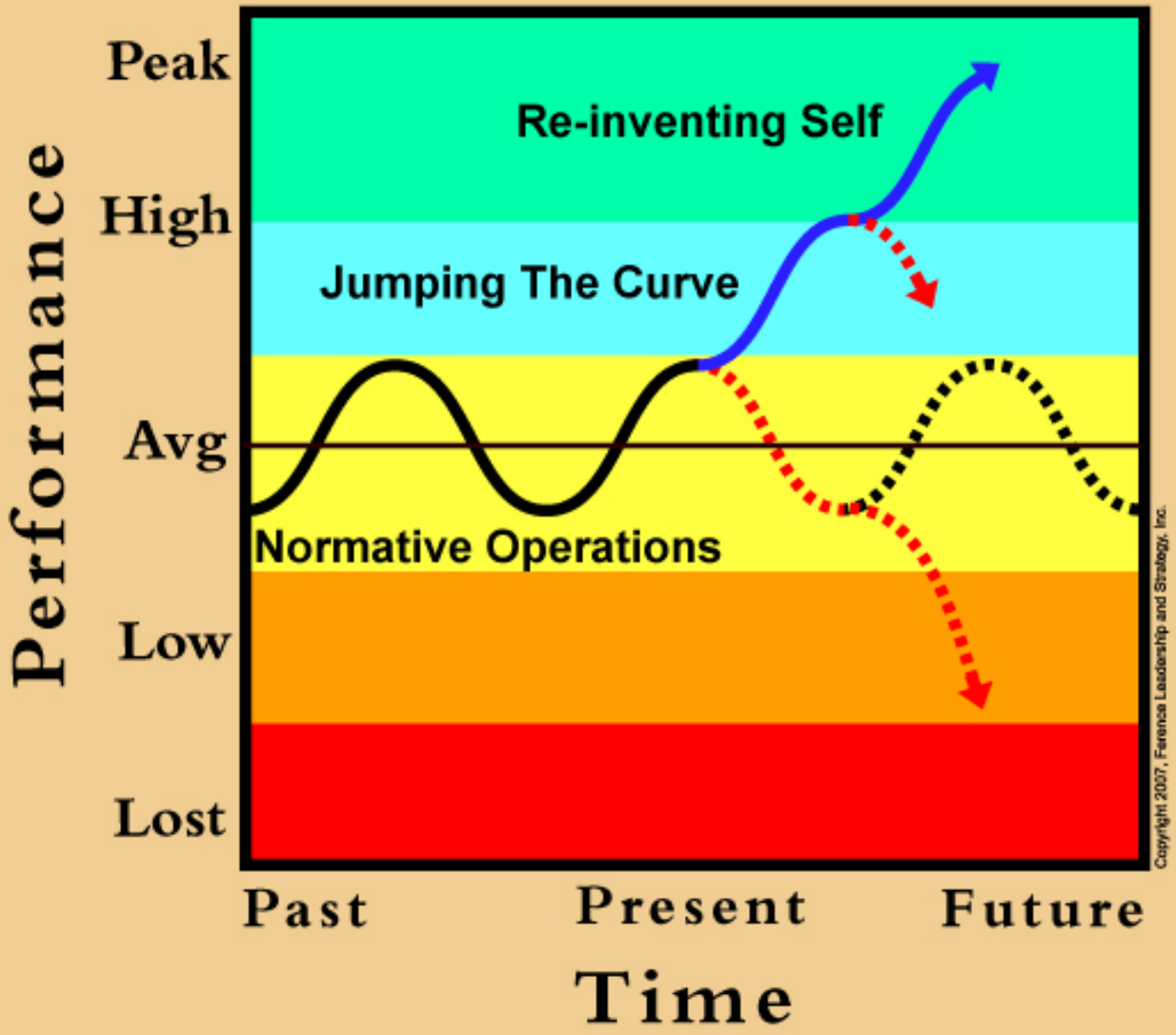
Opening 2009

Theme:
Everyone is a Star!

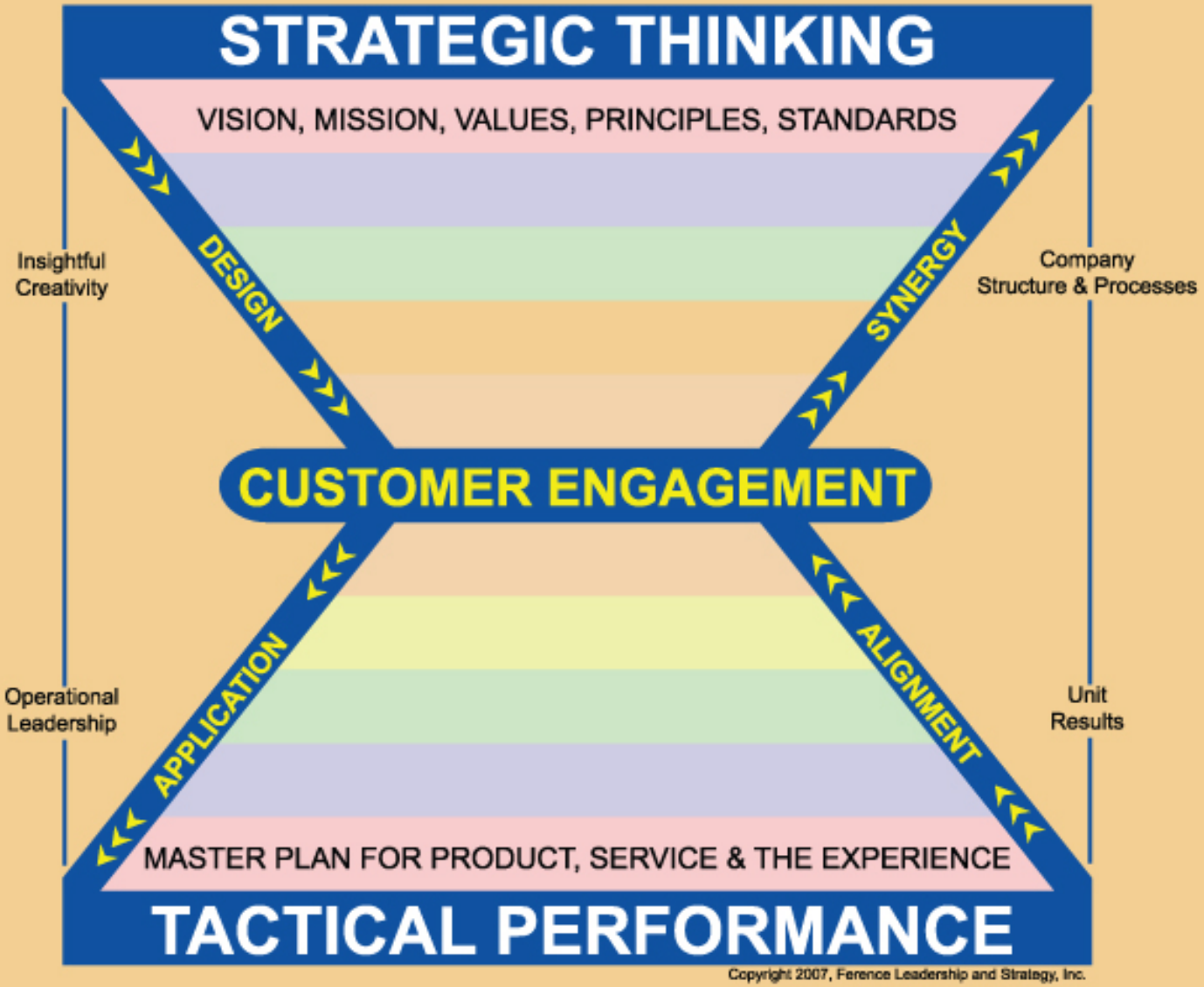
Challenge:
To create the most interactive and seamless Super Brand Experience in Asia?

JUMPING THE CURVE

Strategic Choices in Customer Engagement



CREATING COMPETITIVE ADVANTAGE



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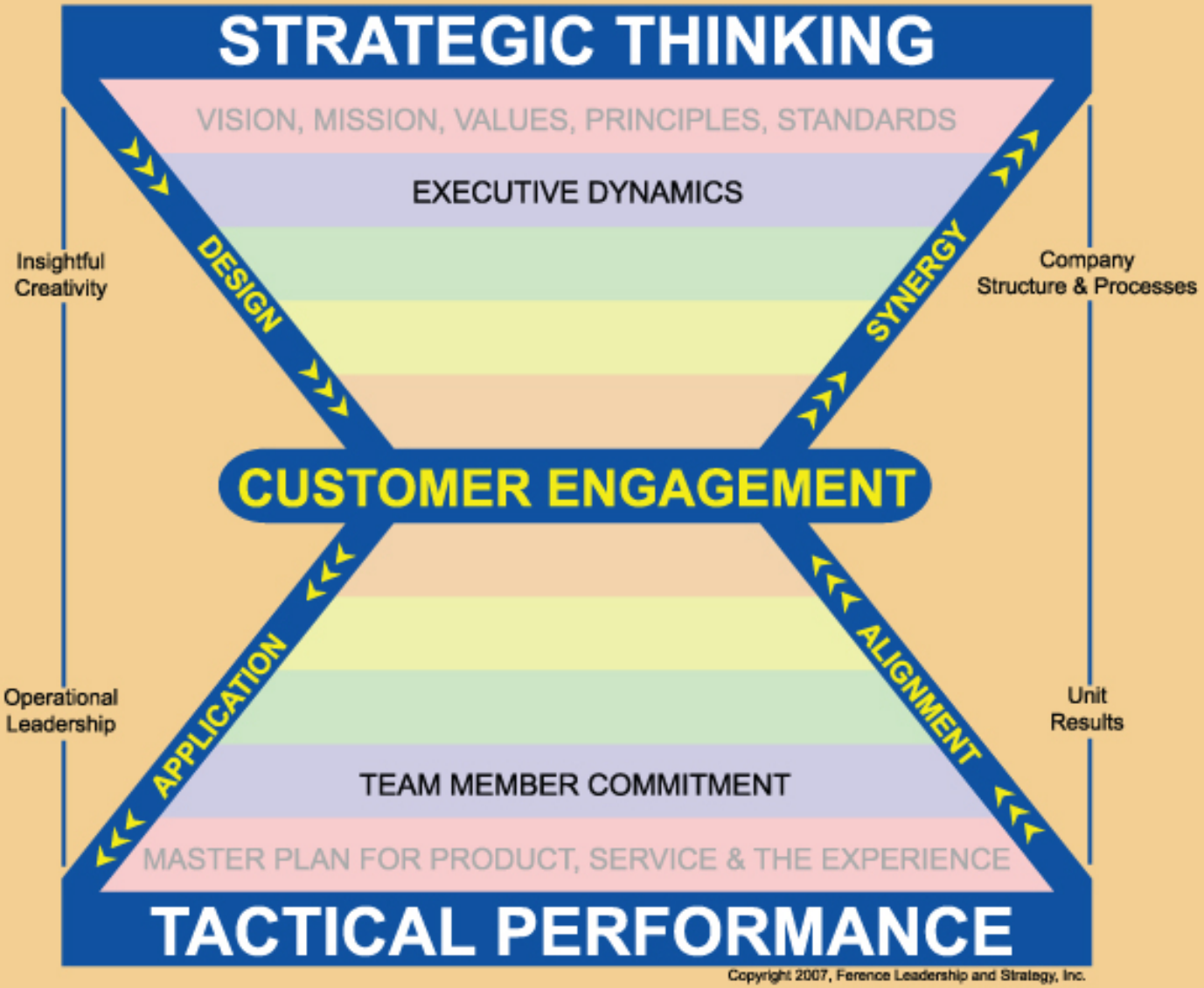
CREATING COMPETITIVE ADVANTAGE



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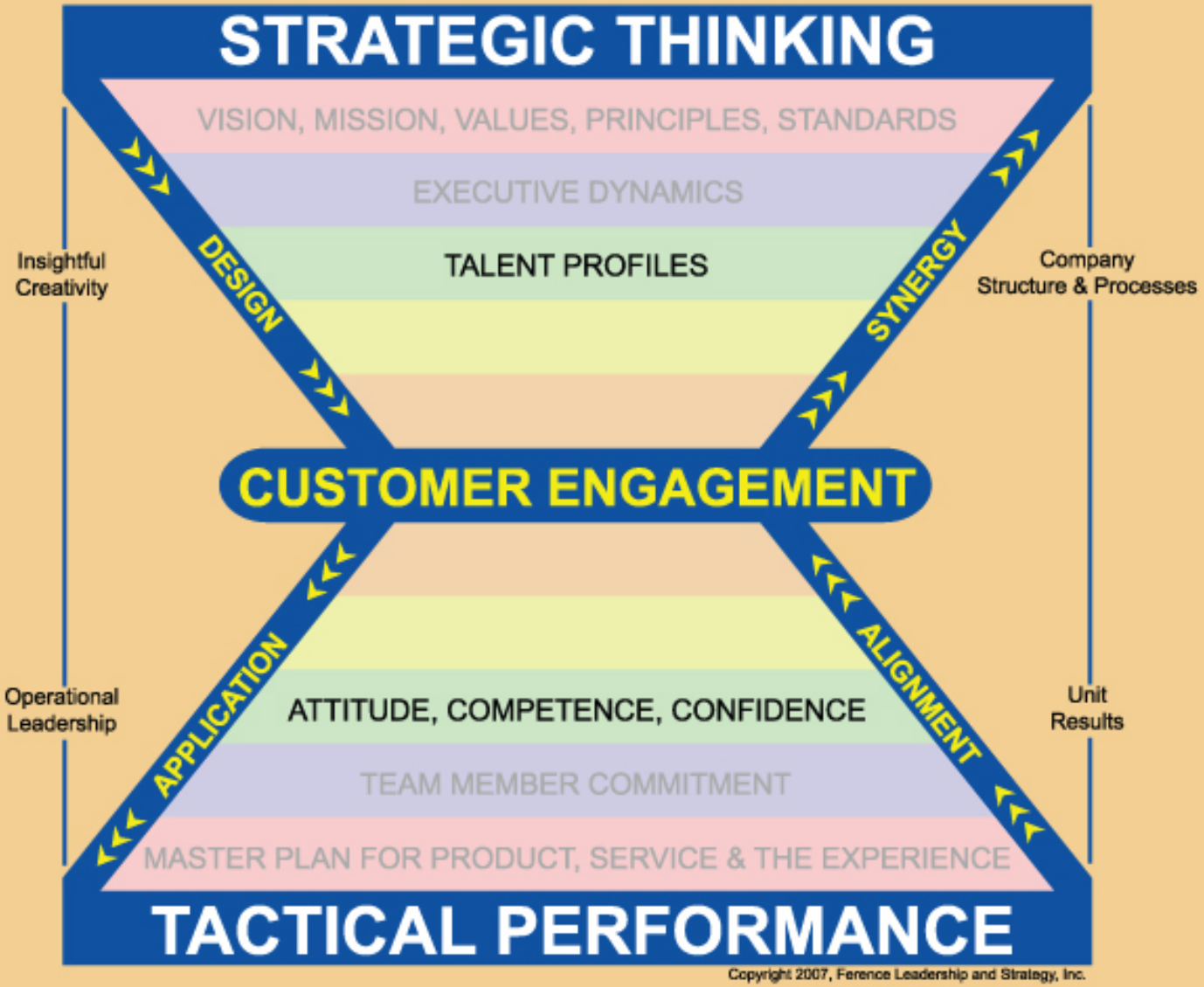

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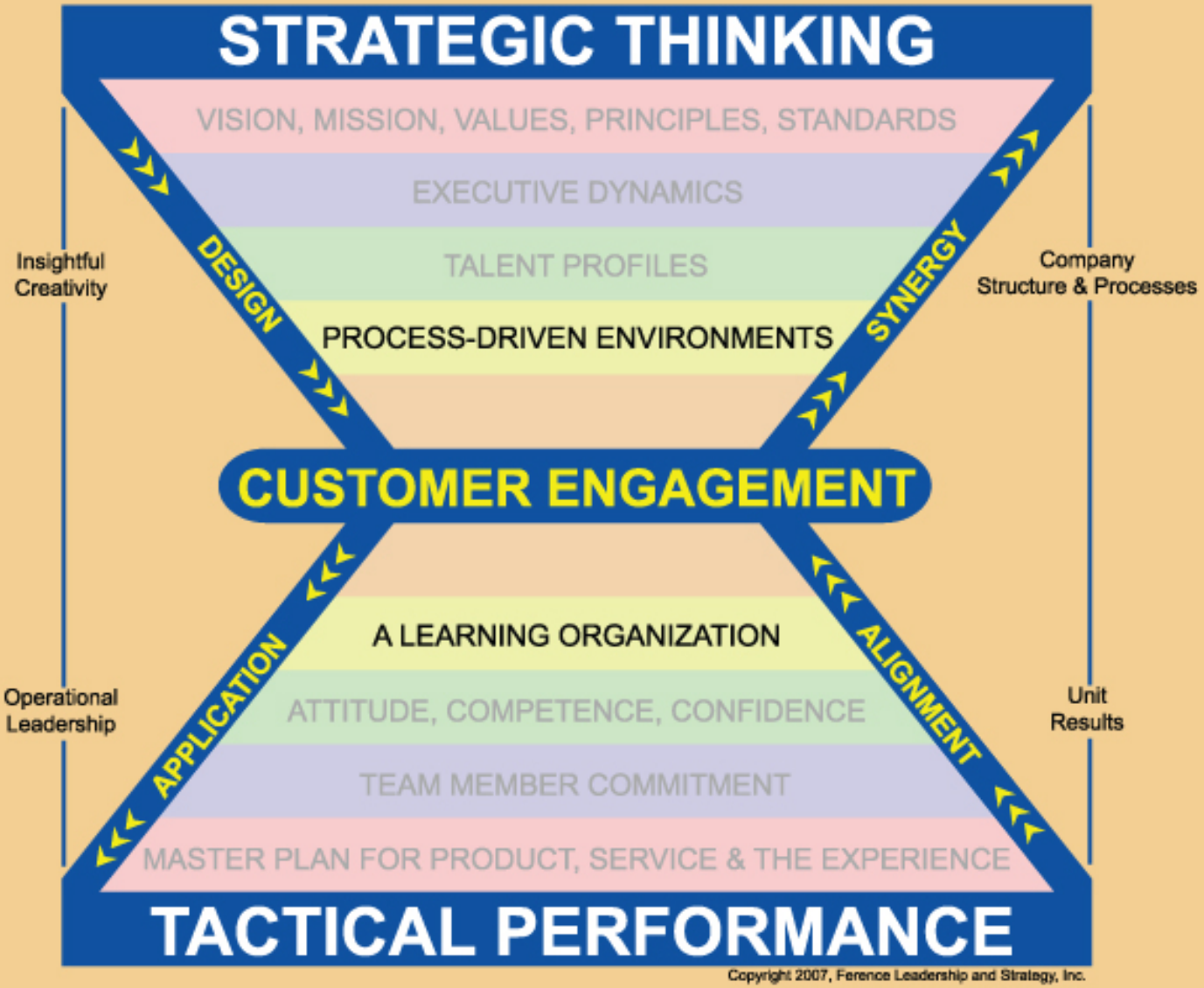

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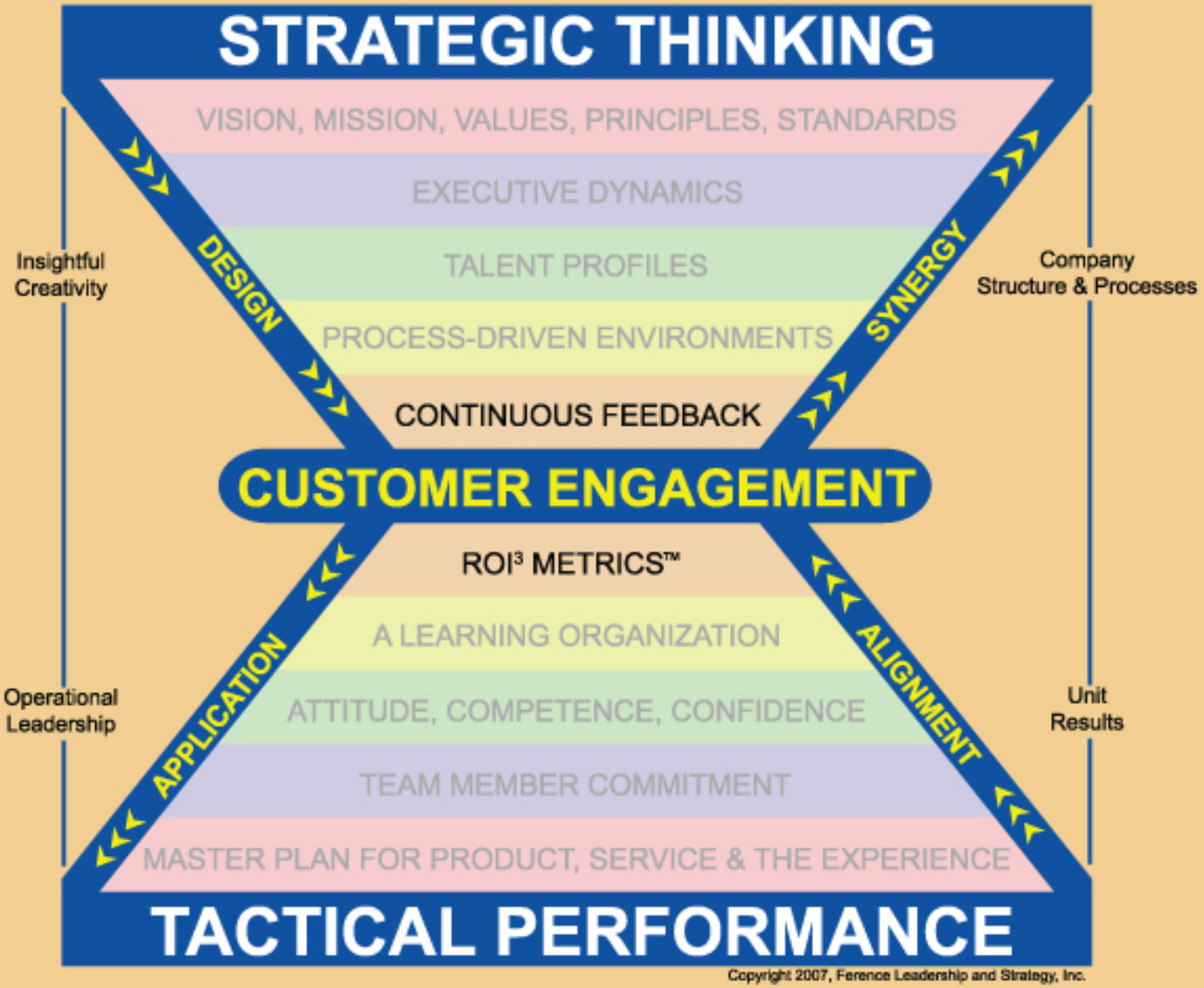
Creating Competitive Advantage



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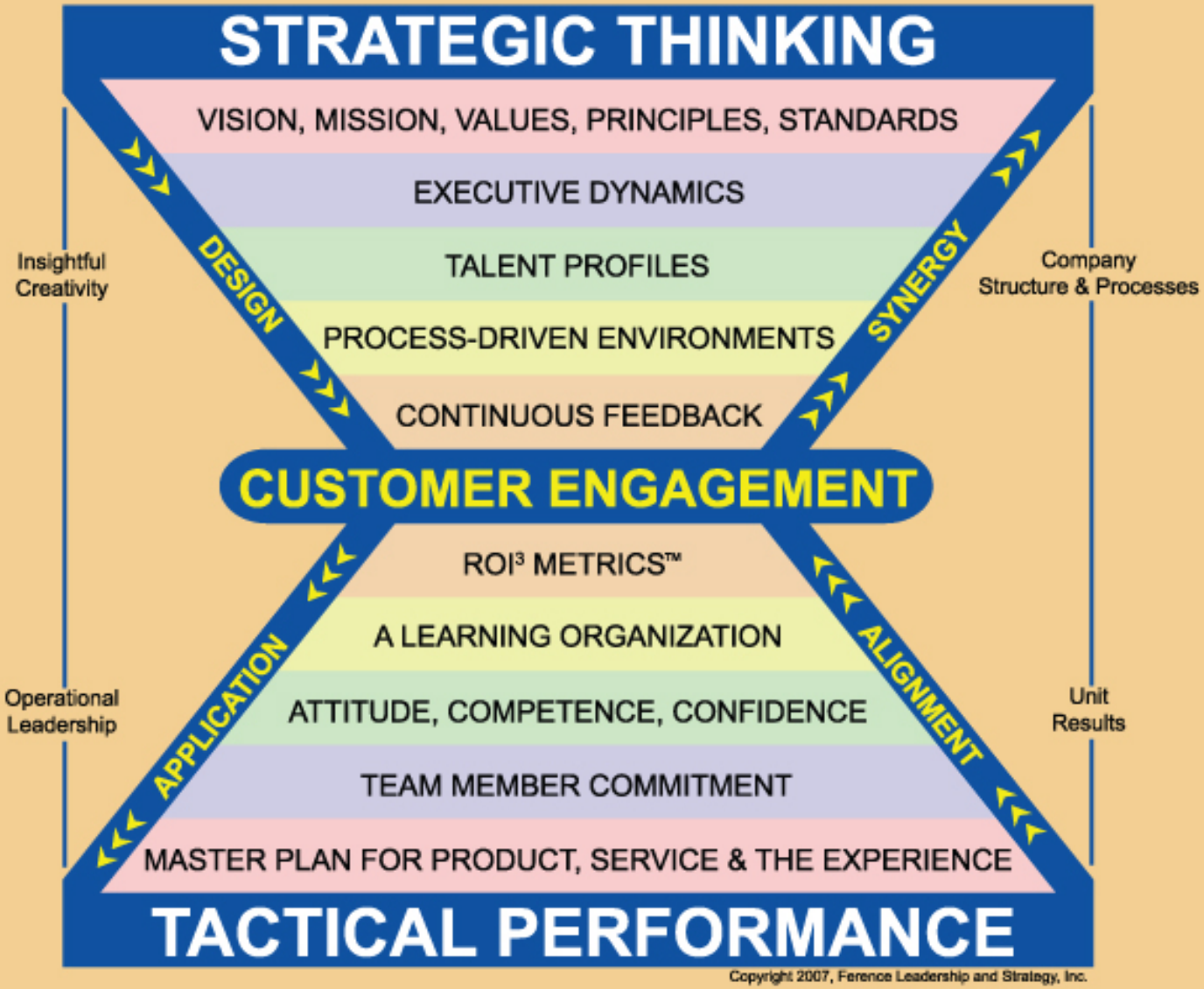

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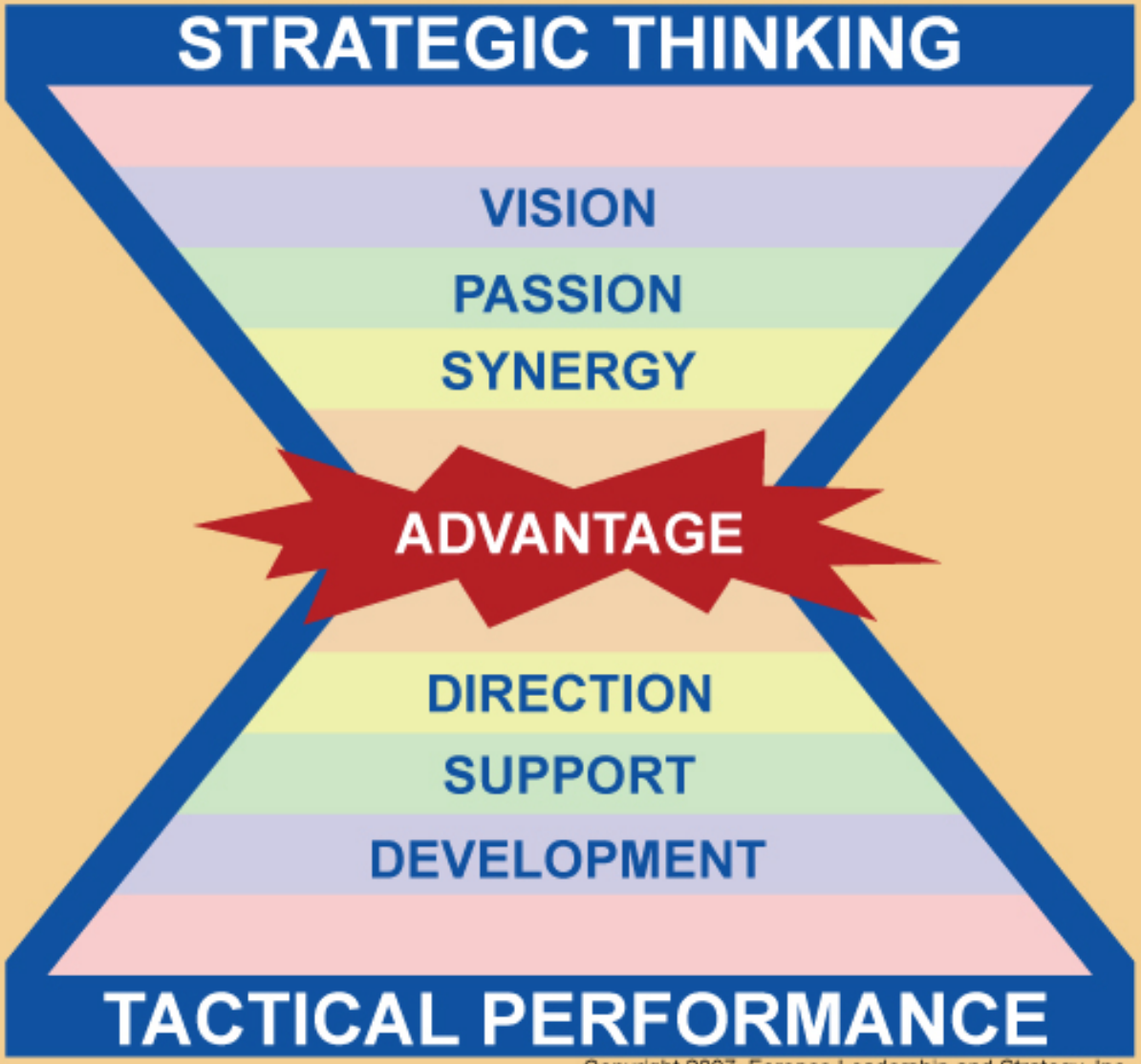
Sustained Competitive Edge



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