

2024 OPRA REGIONAL TRAINING SEMINAR

Customer Service: At the Heart of the Matter

– the “Little” Things Are the Big Things

Presented by Jo Burns

Jo Burns Connects, LLC

Sponsored by



Kaizen



Jo is an award-winning advocate for healthy communities. She is the Chief Connection and Collaboration Officer for Jo Burns Connects, LLC. She is the co-founder and director for the Colorado Public Health/Parks and Recreation Collaborative.

She is an insightful connector, collaborator, speaker, trainer, educator and consultant for non-profits, public entities, higher education, and community organizations.

She has over 20 years experience working with diverse populations in recreation, camps, parks, and public health.

Customer Service is all about helping people. Whether it's the good times or the not so good, we've all been there in those awkward moments. These are opportunities to truly connect, listen, and have a conversation with someone, but what do you say? Most of our customer service conversations revolve around sharing information: giving class times, showing how to sign up, informing why the pool is closed. You get the idea. What if we look at them as opportunities to start a relationship?

During the pandemic we pivoted to having flat-screen engagement. It's a remarkable tool, yet our social aptitude and connections have suffered for it. It's hard to get the full picture of a person when you can only see from the shoulders up or can barely make eye contact. In this workshop we're going to dig deep and get to the heart of listening, how to ask better questions, how to use our non-verbal skills to help patrons feel more welcome, and how to read their non-verbal skills (it works with colleagues too.) We're going to put our skills in action, use some real-life scenarios and have some fun. Come engage in and learn guaranteed techniques to get a connection started, improve your listening skills, identify non-verbal cues, and lay a foundation for genuine relationships with customers and colleagues.

DATES AND LOCATIONS:



Wednesday, December 4 | 10:00AM - 3:00PM

MetroParks of Butler County
Voice of America Park, Ronald Reagan Lodge
7850 VOA Park Drive, West Chester, OH 45069



Thursday, December 5 | 10:00AM - 3:00PM

Medina County Park District
Buffalo Creek Retreat
8708 Hubbard Valley Rd, Seville, OH 44273



Friday, December 6 | 10:00AM - 3:00PM

Dublin Recreation Center
5600 Post Road
Dublin, OH 43017

Register TODAY at opraonline.org

Registration is \$70 for members/\$110 for non-members and includes a light lunch. A \$30 late fee will be added to all registrations received after November 25th.

OPRA Group Members are eligible for a 50% discount. See website for details.

0.3 CEUs will be provided.

Space may be limited at some locations so please register early to ensure your first location choice.

Ohio Parks and Recreation Association
1069-A West Main Street, Westerville, Ohio 43081
opra@opraonline.org | www.opraonline.org

Special Thanks to MetroParks of Butler County, City of Dublin, and Medina County Park District



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REGISTRATION FORM

Cost per person is \$70*/member or \$110/non-member. A \$30 late charge will be applied to registrations received after November 25th. A light lunch will be provided at each location. Please select the location you will be attending below.

**Wednesday, Dec. 4, 2024
10:00am - 3:00pm**

MetroParks of Butler County
Voice of America Park,
Ronald Reagan Lodge
7850 VOA Park Drive, West
Chester, OH 45069

Lunch Options: (Check one)

Turkey Sub Italian Sub Salad

**Thursday, Dec. 5, 2024
10:00am - 3:00pm**

Medina County Park District
Buffalo Creek Retreat
8708 Hubbard Valley Rd,
Seville, OH 44273

Lunch Options: (Check one)

Turkey Sub Italian Sub Salad

**Friday, Dec. 6, 2024
10:00am - 3:00pm**

City of Dublin
Dublin Recreation Center
5600 Post Rd
Dublin, OH 43017

Lunch Options: (Check one)

Turkey Sub Italian Sub Salad

**This workshop is eligible for a 50% discount. Enter your code below. All registrations and discounts are subject to OPRA verification.*

Discount Code

Name

Title

Agency

Address

City, State, Zip Code

Office Phone

Cell Phone

Email

Check if you need CEUs

Method of Payment

Check/Bill Me

Purchase Order

Visa/MasterCard/Discover/American Express