

Wichita Regional Chamber of Commerce

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THECHAMBER
WICHITA REGIONAL CHAMBER OF COMMERCE

NEWS RELEASE

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***Purple Goldfish* authors Evan Carroll, David Rendall to speak in Wichita on June 21**

WICHITA, KS – Authors and customer experience leaders Evan Carroll and David Rendall will be speaking in Wichita on June 21. Their three-hour workshop is titled “Think Outside the Bowl: Creating a World-Class Experience to Drive Customer Loyalty and Advocacy” and is based on the *Purple Goldfish* book series. The workshop will challenge attendees to think differently about their customers and to do the little things that make a big difference in customer experience. The program is presented by AMA Wichita and the Wichita Regional Chamber of Commerce. It will be held from 2 to 5 p.m. on Thursday, June 21 at The Hudson – directly following [Wichita American Marketing Association’s Awards luncheon](#).

Evan Carroll is an NPR, CBS, and *New York Times* featured author, keynote speaker, Veteran SXSW presenter, and IBM Futurist who humanizes technology to connect with customers, engage employees and drive a stronger bottom line. As a workshop facilitator, Carroll inspires companies to leverage technology, data, and analytics to drive customer loyalty and advocacy. He is the author of two books: *Blue Goldfish* and *Your Digital Afterlife*.

During the last fifteen years, David Rendall has spoken to audiences on every inhabited continent. His clients include the US Air Force, Australian Government, and Fortune 50 companies such as Microsoft, AT&T, United Health Group, Fannie Mae and State Farm. Rendall has a doctor of management degree in organizational leadership, as well as a graduate degree in psychology. He is the author of four books: *The Four Factors of Effective Leadership*; *The Freak Factor*; *The Freak Factor for Kids*; and *Pink Goldfish*.

“We’re thrilled to have national thought-leaders like Evan and David joining us in Wichita,” said Chamber Director of Engagement Rachel Douglass. “When the Wichita American Marketing Association secured them for their annual awards luncheon and asked if we’d like to partner on a post-luncheon workshop, it was a no-brainer. The importance of customer service and overall differentiation is key to the success of our local businesses – and our community’s economic growth.”

Tickets are available for \$45, and each ticket holder will receive will receive a signed copy of *Purple Goldfish* (\$15.95 value) and a copy of the *Purple Goldfish Workbook* (\$19.95 value). Register at wichitachamber.org.

The mission of the Wichita Regional Chamber of Commerce is to drive economic growth and community advancement in the Wichita region. Visit our website wichitachamber.org and follow us on Twitter @ChamberWichita, Facebook, LinkedIn, Instagram, YouTube, and our blog.