

## **Whittemore Addresses ‘Flooring The Consumer’ At The Luxury Marketing Council Orlando**

*By C.B. Whittemore*

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*Simple Marketing Now's Whittemore addresses the customer experience & marketing to women in “Flooring The Consumer: Developing Community and Delivering Wow!” at the 4/28/10 meeting of the Central Florida Chapter of The Luxury Marketing Council.*

Kinnelon, NJ – Christine B. Whittemore, chief simplifier of Simple Marketing Now LLC, will address the customer experience and marketing to women in “Flooring The Consumer: Developing Community and Delivering Wow!” at the April 28th, 2010 meeting of the Central Florida Chapter of the Luxury Marketing Council which takes place at the Grand Bohemian Hotel in Orlando, FL.

Whittemore’s presentation - Flooring The Luxury Consumer: Developing Community and Delivering Wow! – will explore today’s consumer marketplace where women call the shots and have high expectations for service and trustworthiness. “In an environment where women make or influence over 80% of purchase decisions and customers across the board are rethinking relationships with brands, products and services, it has become even more important to deliver Wow! experiences and develop meaningful community,’ says Whittemore.

“Seat-holders in The Luxury Marketing Council are the most highly esteemed brands and executives in the world. They understand that it is essential to continuously innovate to elevate their level of service. Along with the highest quality, serving the customer is the platform for all luxury products,” says Christopher P. Ramey, chairman of The Luxury Marketing Council Florida and president of Affluent Insights. “Christine’s presentation will surely expand our understanding of the global nature of service and experience for the affluent.”

Whittemore is the author of Flooring The Consumer – a highly acclaimed weblog about the customer retail experience and marketing to women and an AdAge Power 150 Marketing Blog. She also writes the Simple Marketing Blog, a Junta42 Top 42 Content Marketing Blog.

To attend the April 28th Orlando meeting of The Luxury Marketing Council - or for more information about The Luxury Marketing Council - contact Victoria Cerrone at 407.758.3539 or visit <http://www.floridaluxurycouncil.com>.

For information about Simple Marketing Now, visit <http://SimpleMarketingNow.com>. Or, simply contact Whittemore at [cbwhittemore@SimpleMarketingNow.com](mailto:cbwhittemore@SimpleMarketingNow.com).

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About Simple Marketing Now LLC: Simple Marketing Now is a marketing communications consultancy that provides organizations with the right combination of traditional marketing and new and digital tools to improve the customer experience and build brand.

About The Luxury Marketing Council: The Luxury Marketing Council is a unique and prestigious Think Tank and forum for senior executives and entrepreneurs who market to the affluent. Each month The Council presents the world's most knowledgeable experts in over 20 major cities around the world including Miami/Fort Lauderdale, Palm Beach, New York, London, Los Angeles and Dubai.

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Tags Marketing, marketing to women, customer experience, retail experience  
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