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## **Point of Reference CEO to Present Workshop at the Summit on Customer Engagement**

Point of Reference®, the only provider of a Native Salesforce app for customer reference management, is a sponsor and presenter at the *2019 Summit on Customer Engagement*.

DENVER, CO (PRWEB) February 18 2019—Point of Reference, a Salesforce® and Customer Powered Alliance partner announced that David Sroka, CEO of Point of Reference, will be giving a workshop on executive engagement at the upcoming The Summit on Customer Engagement.

Sroka's workshop entitled **Capturing CXO Engagement for Customer Advocacy Success** will be on Friday, March 15th. The session will give CAP Managers and Directors the practical tools and a step-by-step guild for achieving powerful alignment with corporate goals and C-suite engagement.

"CxO engagement in customer advocate programs is a major issue in conversations with clients and prospects, says Sroka. "Aligning customer advocate activities to company goals is the single most important thing customer marketing managers can do to help their companies, garner executive attention, and ultimately, help themselves, by demonstrating strategic importance."

In addition to Sroka's workshop, Amy Perry, Sr. Customer Marketing Manager at Point of Reference customer Splunk will also be presenting at the conference. Her session, entitled **How to Co-create Growth With the "Hero Customers" In Your Market** will take place on Thursday, March 14th.

One of the premier conferences for professionals involved in customer advocacy, the Summit on Customer Engagement will take place at the Hyatt Regency Burlingame, CA, March 13-15, 2019. Point of Reference is a founding sponsor of this annual event, now in its 15<sup>th</sup> year.

### **About Point of Reference®**

Since 2003, Point of Reference has been helping companies leverage customer advocates to fuel business growth and fortify brands. With complete perspective and proven execution, we integrate scalable technology, content and supplemental staffing solutions that organize and optimize authentic customer voices. By combining decades of industry expertise along with business-to-business customer reference management solutions, Point of Reference helps its clients orchestrate coordinated reference activities, inject relevant customer references and related content at the critical time in a sales cycle. For more information, visit <http://www.point-of-reference.com>