

Case Study

Outsourcing



Client

BPRO is the Colombian Association of BPO (Business Process Outsourcing) and represents suppliers of hardware, software and services for BPO industries.

Audience

CEO's, CMO's, HR Directors, Senior Managers

Country

Colombia

Challenge

To inspire the 750 attendees of their annual Customer Experience Summit in Bogota.

James Taylor's Solution

- 60 minute speech

Results

- Audience received a highly tailored, inspirational and thought provoking keynote.
- Attendees discovered how 'SuperCreativity' can help them adapt to technological disruption in their industry.
- Speech was highly rated by the attendees.

James Taylor helps Colombian companies harness creativity and artificial intelligence to survive and thrive in the fourth industrial revolution.

BPRO is the Colombian Association of BPO (Business Process Outsourcing), a non-profit organization established in 2001, and the first association that groups and represents BPO companies and their value chain in Colombia. With more than 70 associated companies, specialized in customer relations, it is the benchmark of the sector in the country.

Each year BPRO organise a CX Summit to help companies in the country connect with their peers and learn the latest insights that will affect their industry. BPRO in association with sponsors Invest in Bogota invited James Taylor to Colombia to speak at the conference and also meet with local government officials involved in inward investment and innovation in the country.

On arriving in Bogota James Taylor first met with a number of government and non-governmental organisations to get a better understanding of the challenges and opportunities facing the Business Process Outsourcing industry. This research helped him then deliver a highly tailored keynote to the 700 conference attendees on the topic of business creativity, innovation and artificial intelligence. Mr Taylor also took part in a Q&A session moderated by event sponsors 'Invest in Bogota' as well as giving a number of media interviews while he was in the country.

"James Taylor is a very powerful speaker with a strong message. Feedback obtained from participants gave us solid messages transmitted by James. Highly recommended speaker."

*Mauricio Velasquez - Consultor Empresarial,
Asociación Colombiana de BPO*

James
Taylor

KEYNOTE SPEAKER

About James Taylor

James Taylor is an award-winning entrepreneur, author, host, and inspiring keynote speaker on a global mission to unlock creativity, increase productivity and accelerate innovation.

JAMESTAYLOR
KEYNOTE SPEAKER | CREATIVITY EXPERT

Enquire Now:

James Taylor

+1 415 800 3059

support@jamestaylor.me

<https://www.jamestaylor.me>