

# Scott McKain Honored with Prestigious Cavett Award – the Highest Honor in Professional Speaking

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*Scott McKain, renowned author and speaker, has been awarded the prestigious Cavett Award - considered the highest honor in professional speaking.*

FORT WAYNE, IN, USA, August 11, 2024 /EINPresswire.com/ -- Scott McKain, renowned author,

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*Scott McKain*

speaker, and leading expert on organizational [distinction](#) and [customer experience](#), has been awarded the prestigious Cavett Award -- considered the highest honor in professional speaking -- by the National Speakers Association (NSA).

This award is presented annually to a speaker whose accomplishments have earned them outstanding credit, respect, and admiration within the speaking profession.

The Cavett Award is named after NSA's founder, Cavett

Robert, and is reserved for those who excel on the platform and exemplify the values of generosity, mentoring, and a commitment to the advancement of the speaking profession.

Scott McKain's receipt of this award is a testament to his enduring impact on audiences worldwide and his unwavering dedication to helping organizations create distinction and deliver the Ultimate Customer Experience®.

"I am deeply honored to receive the Cavett Award," said McKain. "This recognition from my peers in the speaking industry is incredibly meaningful, and I am grateful for the opportunities I've had to contribute to the profession I love."

## A Career of Influence and Innovation

Over the course of his distinguished career, Scott McKain has delivered keynote presentations in all 50 U.S. states and in over 40 countries, captivating audiences with his insights on customer experience and organizational distinction. His expertise has been sought after by some of the world's most influential companies, including Apple, BMW, Cisco, and Bank of America. McKain's

ability to connect with diverse audiences and provide actionable strategies has made him a standout figure in the meetings and events industry.

McKain is also the author of several bestselling books, including ICONIC, which Forbes.com named one of the “ten best business books of the year,” and his latest work, The Ultimate Customer Experience.

## Looking to the Future

As McKain celebrates this milestone, he remains committed to advancing the speaking profession and providing exceptional value to his clients. His upcoming projects include the development of virtual learning programs and training courses aimed at helping leaders and small businesses stand out in a crowded marketplace. Additionally, McKain is working on a new book titled The Customer Algorithm, which explores the intersection of AI and customer experience and promises to offer fresh insights into how businesses can leverage technology to enhance their relationships with customers.

"My goal has always been to help organizations create distinction and deliver an unparalleled customer experience," McKain added. "Winning the Cavett Award reinforces my passion for this work, and I look forward to continuing to contribute to the success of my clients and the speaking industry."

Scott McKain's recognition with the Cavett Award underscores his exceptional contributions to the speaking profession and his ongoing influence in the world of business and customer experience. As he moves forward, McKain is poised to continue setting new standards of excellence in the meetings and events industry.

## About Scott McKain

Scott McKain is a globally recognized authority on creating distinction and delivering the Ultimate Customer Experience®. As a member of the Professional Speakers Hall of Fame and the Sales & Marketing Hall of Fame, McKain has been a driving force in shaping the future of business through his thought leadership, books, and keynote presentations.

Scott McKain lives with his wife, Tammy, in Fort Wayne, Indiana and Las Vegas, Nevada. For more information, visit Scott McKain's website: <https://www.scottmckain.com>.

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