

**icmi**™ CONTACT CENTER  
**EXPO**

October 21 - 24, 2024 | Orlando, FL



**2024**  
**Call for**  
**Speakers**

Loews Royal Pacific Resort

# Have a story to share?

**Submit a proposal for Contact Center Expo 2024 today!**

**Accepting submissions through Friday, March 29, 2024**

Welcome to the Contact Center Expo 2024 Call for Speakers!

As it always has, Contact Center Expo brings together experts, practitioners, thought leaders, and solution providers, all united around a singular focus: to energize and empower contact center and customer experience pros to make a real difference in their careers and organizations. Nearly 1,000 leaders will gather in October at the Loews Royal Pacific for a week of insightful presentations, informative case studies, and strategic guidance.

We are looking to make Contact Center Expo a more **diverse** and **inclusive** program, featuring speakers who offer **practical guidance** and **specific takeaways/lessons learned** that will enable attendees to make immediate improvements in their own organizations.

In this toolkit, you'll find an overview of the process, eligibility criteria, key selection criteria, rules of engagement, and an evaluation guide. We've also include descriptions of the four conference tracks and tips for navigating SUBS, our submission portal. If you have any questions, contact Kenna Beaver ([kenna.beaver@informa.com](mailto:kenna.beaver@informa.com)).

## Process Overview

The ICMI program team employs a robust speaker evaluation and selection process. We go through several rounds of review to ensure that we select presentations that best represent our attendees' interests. This gives our conference an edge over other industry events. The following is a timeline for the submission process for Contact Center Expo.

- **March 5, 2024:** Call for Speakers opens
- **March 29, 2024:** Call for Speakers ends
- **Mid-May:** Notification of acceptance status

We are looking for fresh guidance and insights for the 2024 program. Therefore, please adhere to the following guidelines:

- No more than **two** proposals per speaker
- Interactivity is encouraged — proposals that emphasize attendee engagement will be given priority
- Case studies will receive priority consideration
- Veteran speakers are welcome, but new material will be prioritized over past material
- Solution providers are encouraged to submit proposals, but a customer **must** be featured as a copresenter
- Commercial/promotional content **will not** be considered (see the following section on Eligibility Criteria for more details)

The committee receives hundreds of high-quality proposals from contact center and customer experience professionals throughout the industry and it will select the best mix to be part of the Contact Center Expo program. Due to the volume of submissions, the program team cannot respond personally to each rejected submission.

## Eligibility Criteria

All contact center and customer experience professionals—practitioners, consultants, professional speakers, trainers, industry analysts, etc.—are invited to submit proposals. Note that the following will be strictly enforced:

- **Speaker bureaus and PR agencies:** You may submit proposals on behalf of your clients. However, you **must** include all speaker information in the proposal. Through a signed speaker agreement, the nominated speaker must confirm directly with the program chair that they are aware of the submitted proposal and will commit to the event if selected.
- **Event exhibitors and solution providers:** You may nominate your customers, or your own contact center or customer experience practitioners, to present sessions, case studies, and/or related industry topics. Commercial content will not be considered, as there are specific opportunities to present product- or service-aligned content that are available exclusively to exhibitors and sponsors (e.g., Lunch and Learns, Solution Spotlights); please contact the [ICMI exhibit sales team](#) for more information about Contact Center Expo exhibit and sponsorship opportunities.
- **Keynote speakers:** All keynote speakers are sourced through an executive speaker bureau; proposals submitted through this Call for Speakers will not be considered for inclusion in the final program.

## Selection Criteria

We want the very best presentations for the Contact Center Expo program. What are we looking for?

### The ideal speaker:

- Has significant experience and subject matter expertise in the topic proposed, strong content knowledge, experience, and passion
- Can engage an audience with purely educational, insightful, and focused content
- Knows that the strongest sessions are driven by real-life stories and insights
- Understands that session objectives and takeaways must be actionable
- Is comfortable speaking in front of large groups
- Is able to communicate, collaborate, and exchange ideas with attendees
- Is willing to partner with ICMI to deliver the best possible experience for attendees

- Believes a diverse speaker lineup delivers the greatest value
- Plans to attend the entire event and engage with attendees
- Is open to helping spread the word about Contact Center Expo

**The ideal session:**

- Is relevant to contact center and customer experience leaders
- Addresses the most pressing issues regarding best practices, processes, infrastructure, and strategy
- Is more than just theory, delivering practical experience, real-world examples, and case studies from all points along the path to maturity
- Is a coherent, interest-grabbing presentation featuring high-quality materials and accompanying documentation
- Is fresh, timely content that doesn't promote or endorse a specific product/service

Please provide complete information for each proposal element.

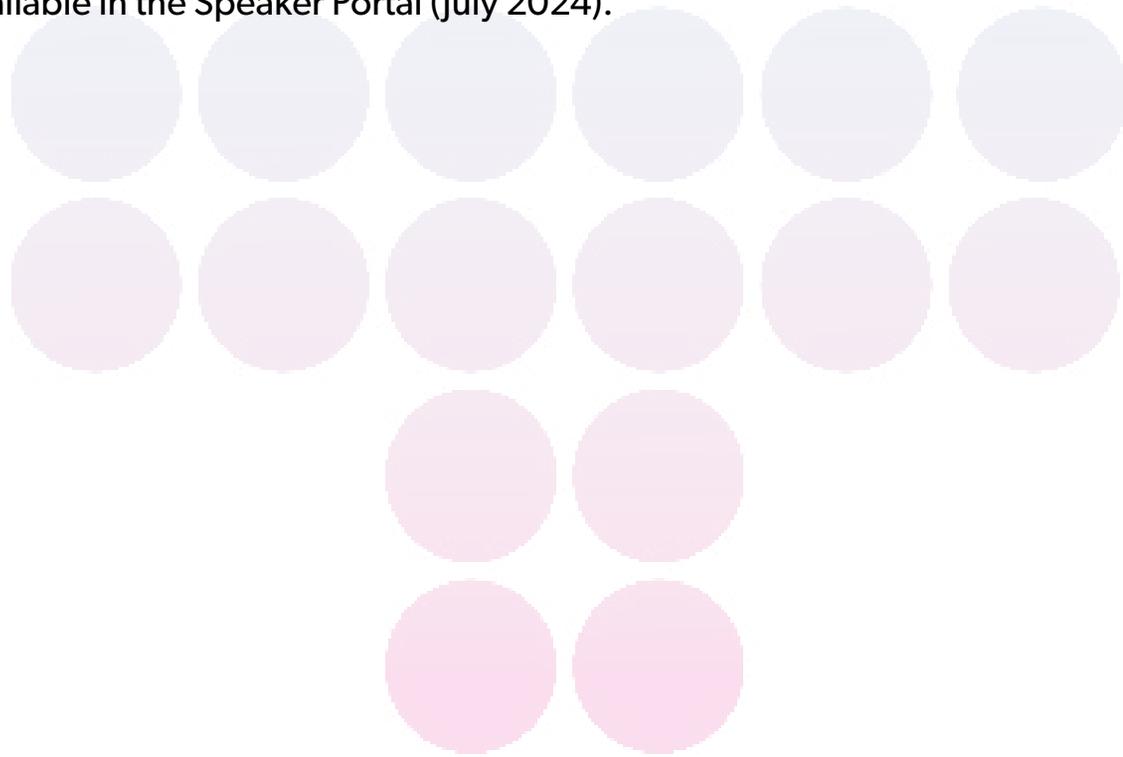
- You must include a title that's descriptive, attention-grabbing, and/or provocative
- You must include an abstract/description letting potential attendees know what's in it for them; make a case for why your session/coverage is different, urgent, important to the industry, etc.
- You must identify 3-5 key takeaways to help attendees understand what they'll gain from attending your session
- You must include full contact information, a brief biographical statement, and a headshot for each speaker

Before you hit SUBMIT PROPOSAL (and make sure you do hit that button or we won't receive your proposal), be sure you've completed all required fields. Incomplete proposals will not be reviewed or considered for inclusion in the final program.

## Rules of Engagement

If you are selected for the final program, you will receive a Speaker Agreement confirming your benefits and affirming your commitment to the event.

- You (and any proposed copresenters or panelists) must be available to speak anytime from October 23-24; all sessions are assigned a date/time at the discretion of the program team.
- You are expected to cover the entirety of your assigned time slot and present the session as described in the agenda. Attendees will be evaluating you on how well your session related to the topic described in the agenda; for example, if you submit a topic geared toward mature organizations or experienced contact center or customer experience professionals, attendees will verify that you satisfied that expectation.
- Speakers are selected, not companies. If you must withdraw from the program, ICMI reserves the right to replace the canceled session with a comparable topic and speaker from the wait list.
- Each speaker will receive one complimentary conference registration (Premium Conference & Expo package). If one or more copresenters qualify to participate, additional complimentary registrations may be offered. Travel arrangements and hotel accommodations are the responsibility of the speaker(s).
- All sessions will be recorded (audio or video, at the discretion of the program team), and you are expected to use the event PowerPoint template that will be available in the Speaker Portal (July 2024).



## Evaluation Guide

If selected to present at the conference, attendees will evaluate your session using the following criteria, rating your content and performance on a five-point scale. To be considered for future events, you must receive a minimum overall rating equal to the average score for that year's group.

- **Content** – Attendees select sessions based upon the description(s) you provided for the conference proceedings materials. The items below verify that you delivered the content you described, had the expertise you claimed, and included specific, useful how-to information.
  - » Was the session content what you thought it would be?
  - » Did the session provide useful information?
  - » Did the speaker display a strong knowledge of the subject?
  - » Can I apply what I learned to my current job/profession?
- **Performance** – The items below confirm that you knew your topic, were well prepared for your session, kept the attendees' attention, and fulfilled your commitment to non-promotion.
  - » Did the speaker demonstrate a strong ability to communicate ideas?
  - » Did the speaker handle audience interactions and Q&A effectively?
  - » Do you recommend this speaker for future events?
  - » Did the speaker inappropriately promote their company's products/services?



## Tracks

To appeal to this specialized audience, the conference program covers a range of critical topics, grouped into the following tracks:

### Boost Your Culture

Strong cultures and high-functioning, successful teams go hand in hand. The sessions in this track focus on key strategies, best practices, philosophies, methodologies, and approaches to **team-building** and **people management** in the contact center.

### Revolutionize the Experience

Experience is more than just providing excellent service; it's about delivering service across all channels in a significant, meaningful, and intentional way. The sessions in this track focus on key strategies, best practices, philosophies, methodologies, and approaches to optimizing the **customer experience**, maximizing the **agent experience**, and managing the **end-to-end experience** in the contact center.

### Maximize Productivity and Operations

Process improvement, efficiency, and effectiveness are critical to contact center productivity and operations. The sessions in this track focus on key strategies, best practices, philosophies, methodologies, and approaches for optimizing the **processes**, **procedures**, and **protocols** that drive the contact center on a daily basis.

### Elevate Your Strategy and Leadership

No contact center can succeed without a clear, focused strategy and dedicated, strong leadership. The sessions in this track focus on best practices, philosophies, and approaches to elevating your **leadership skills** and setting a **strategic direction** that makes your contact center better, every day, and positions it to deliver value to the organization, today and in the future.

## SUBMITTING YOUR PROPOSAL: AN INTRODUCTION TO SUBS

**As you enter your proposal in SUBS, there are a few required and optional fields to note:**

- **Required:**

- » **Track:** Select a primary topic area from the drop down.
- » **Primary Discipline:** From the dropdown, select the state that best describes the maturity of the organizations that are the ideal audience for your session.
- » **Format:** Select the option that best describes your session's ideal/intended format from the dropdown.
- » **Headshot:** At a minimum, your headshot should be 500x500px (square, .jpg).

- **Optional:**

- » **Secondary Track:** If your proposal overlaps with a second track, select the track from the dropdown.
- » **Secondary Discipline:** If your session's ideal audience applies across two levels of maturity, select a second level from the dropdown.
- » **Uploading Files, Documents, or Videos:** You can upload supplemental files/documents, but you must complete the abstract/description and takeaway fields. You can also upload a supplemental video (maximum 64MB); if your file size is too large, please include a link to the hosted video in the session description field (as a YouTube link, as a Box/Dropbox link, etc.).

**You can edit your proposal once you've submitted it, until the submission period ends, provided you've saved the unique link provided at the beginning of the proposal.**

**Good luck!**