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Think Services' ICMI Call Center Demo & Conference Announces 2009 Keynote Lineup

Generational expert and author Chuck Underwood to give insights on communicating with each generation and Customer and Employee Loyalty expert Jake Poore to discuss tools that enhance employee loyalty

Princeton --- January 7, 2009 --- The Call Center Demo & Conference, taking place February 25-27, 2009 at the Hyatt Regency Miami in Miami, Florida, has announced generational expert, author and research consultant Chuck Underwood and customer and employee loyalty expert Jake Poore as its keynote speakers for this year.

Chuck Underwood will focus on the "The Generational Imperative" in his Thursday, February 26th talk. Underwood is the Founder and President of The Generational Imperative, Inc, a research-driven generational consultancy, and consults organizations nationwide on the influence of generational values on American's consumer, career, and lifestyle decisions. He is the author of the comprehensive book, "the Generational Imperative: Understanding Generational Differences in the Workplace, Marketplace, and Living Room."

Underwood will be offering tips, tactics and guidelines to help better understand and communicate with each generation, as well as discussing his proven business concept of Generational Communications Strategy.

"The Secret to Customer Loyalty! Employee Loyalty!" is the subject of the Friday, February 27th keynote, which will be delivered by Jake Poore, Founder and President of Integrated Loyalty Systems, Inc. Poore spent nearly two decades at the Walt Disney Company helping to train and align the goals of 65,000 employees.

In his keynote, Poore will explore the role of the employee in the workplace, and provide practical and impactful tools for developing employee loyalty. He will touch upon such topics as how to stop the employee revolving door, how to up job role expertise, and how to arm employees with the tools they need to be successful.

"We are excited to be offering two outstanding speaker keynote addresses this year," says Joy Sobhani, Conference Program Director for the event. "Both of our keynote presentations focus on the human side of creating success -- a crucial component in any industry but especially in a customer contact center."

The Call Center Demo & Conference is presented by The International Customer Management Institute (ICMI), one of the call center industry's most respected organizations. To register to attend this event, or to find out more about the conference, media registration, and exhibition opportunities, please visit <http://www.callcenterdemo.com>.

About ICMI

The International Customer Management Institute (ICMI) is the leading global provider of comprehensive resources for customer management professionals – from frontline agents to executives – who wish to improve customer experiences and increase efficiencies at every level of the contact center. ICMI's experienced and dedicated team of industry insiders, analysts, and consultants are committed to providing uncompromised objectivity and results-oriented vision through the organization's respected

lineup of professional services including: Membership, Training and Certification, Consulting, Events, and Informational Resources. Founded in 1985, ICMI continues to serve as one of the most established and respected organizations in the call center industry.

About Think Services

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