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Call Center Demo & Conference to be Held in Miami, FL February 25-27, 2009

Princeton, NJ --- December 3, 2008 --- The latest contact center industry best practices and product solutions will be presented during the Call Center Demo & Conference, scheduled for February 25-27, 2009, at the Hyatt Regency Miami in Miami, Florida.

This year's addition of an Advisory Board of industry experts and a Call for Papers process has resulted in a reinvigorated program, comprised of 75% new conference sessions, and 40% new speakers.

The Call Center Demo & Conference will feature a speaker line-up of seasoned contact center executives from such well-known companies as Hilton Reservations, Becton Dickinson, PepCo Holdings, Pitney Bowes, and Saks Fifth Avenue. Conference tracks will focus on 5 core areas of development: "The Power of People," "Improving Operational Effectiveness," "Strategy & Leadership," "Today's Technology and Tomorrow's," and "Knowledge Exchange."

"We're extremely excited about Call Center Miami this year," said Fiona Henderson, ICMI executive director of events. "We've made extensive changes to the program, and feel confident that our focus on maximizing performance and output with minimal resources will resonate strongly in this tough economic climate."

The event will kick off an intensive 4-day-program on such timely topics as home agent programs, small call center management, and Interactive Voice Response (IVR). Attendees will also have the option to participate in half-day site tours, where they will learn all aspects of another call center's operations. That evening, Employment Technologies will sponsor a networking cocktail reception.

Additional networking events will include an interactive question and answer forum "QueueTips" breakfast on Thursday morning, a Thursday evening networking reception on the demo hall floor, and Friday morning "Brain Bites" sessions during breakfast, led by industry experts and focusing on specific topics of interest.

The demo hall will feature top industry exhibitors, a "Vendor Theater" with rotating 20-minute product demonstrations, the chance to win valuable prizes, a display of contact center themed cartoons from the world's leading cartoonists, and the opportunity to visit one-on-one in a complimentary session with a veteran ICMI consultant.

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>.

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About ICMI

Founded in 1985, ICMI delivered the industry's first management-level conferences, educational programs and publications. While ICMI's path-breaking work continues, the mission remains much the

same: to provide resources and expertise that help individuals and organizations improve operational performance, attain superior business results and increase the strategic value of their customer contact services. Today's ICMI melds the traditional focus on consulting, training, and high-level engagement with CMP's strength in media and events to create a powerful one-stop-shop resource. Through the dedication and experience of its team, uncompromised objectivity and results-oriented vision, ICMI has earned a reputation as the industry's most trusted source for:

- Consulting
- Seminars
- Publications
- Events
- Professional Membership

Through constant innovation and research, ICMI's consulting and training services have become the industry's gold standard. ICMI publications, such as *Call Center Magazine* and *Call Center Management Review*, and events, including the Annual Call Center Exhibition (ACCE) and Call Center Demo and Exhibition conferences, continue to lead the industry. And ICMI's growing membership community now includes professionals representing organizations in over 50 countries.

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