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**ICMI Announces the Second Annual ACCE 2010 Video Contest**

**Video Theme: Share the Best Practices That You're Most Proud of Within Your Contact Center**

**COLORADO SPRINGS, Colo., March 4, 2010** -- [The International Customer Management Institute \(ICMI\) ACCE Conference & Expo](#), the annual global gathering for the contact center community, today announced the second annual [ACCE 2010 Video Contest](#) which will focus on the theme of sharing, "The Best Practices That You're Most Proud of Within Your Contact Center."

"We at ICMI are strong believers in the sharing of best practices across call centers...it's a large part of what we empower at our annual ACCE event. As such, a focus on sharing best practices quickly emerged as the ideal theme for our 2<sup>nd</sup> annual ACCE video contest," said Tara Gibb, Global Brand Director, ICMI. "Our first video contest was a tremendous success and we look forward to seeing the same originality and creativity in the videos that will be submitted this year."

The [ACCE Conference & Expo](#) will take place at the Sheraton New Orleans Hotel in New Orleans on June 14-17, 2010. The event will bring contact center professionals together to discover how to improve center performance by better managing people and resources, improving operations, and properly selecting and implementing technology.

The video entries, which are due on April 30, 2010, will be [judged](#) by five contact center executives and experts representing a cross-section of roles. They are: Gerry Barber, Call Center Senior Leader, Deloitte Services; Larry Eiser, VP, Call Center Operations, Duke Energy; Glenn Gemmill, Director of Operations, Customer Development Center, Coca Cola; Dee Kohler, Vice President, Member Services, Blue Cross and Blue Shield of Nebraska; and Mary Murcott, Founder & President, Performance Transformations, Inc.

[Three winners](#) will be chosen based upon supporting the theme, creativity and originality, and the winning videos will be shown preceding each day's keynote address at the event.

[ACCE 2010](#) is presented by [ICMI](#), one of the contact 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.icmi.com/ACCE2010>.

**About ICMI**

The International Customer Management Institute (ICMI), celebrating its 25th anniversary in 2010, is the leading global provider of comprehensive resources for customer management professionals – from frontline agents to executives – who wish to improve contact center operations, empower contact center employees, and enhance customer loyalty. 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: 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.

ICMI is a part of UBM Live which provides leading integrated media solutions and professional services across 20 different markets. Operating across the globe, its events, training, publications, awards programs and websites offer professionals in Interiors, Security, Venues, Customer Management, Safety & Health and Facilities the ultimate experience in learning, networking, and business development

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