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ICMI Contact Center Management Conference & Expo to Take Place in Austin, Texas

Event to be held in early June will debut new, in-depth format customized for experienced call center professionals

Colorado Springs, CO. --- March 12, 2009 --- The ICMI Contact Center Management Conference and Expo (<http://www.icmi.com/CCM2009>), has announced the introduction of a new, highly anticipated format change for this popular event, which was formerly called the Call Center Demo & Conference. This transformation features a change from 75 minute sessions to intensive 3 ½ hour workshops for all 3 days of the conference, scheduled for June 1-3, 2009, at the Renaissance Austin Hotel in Austin, Texas.

Event highlights include:

- Five compelling conference tracks targeted toward core areas of development: “The Power of People,” “Improving Operational Effectiveness,” “Strategy & Leadership,” “Today’s Technology and Tomorrow’s,” and “ICMI Site Tours”.
- An all-new program of highly interactive workshops that includes professional improvement and leadership topics, as well as a focus on immediate improvement and savings.
- Call center site tours to five prominent organizations: Harte Hanks, the American Cancer Society, Employees Retirement System of Texas, Starwood Hotels & Resorts Worldwide, and Farmers Insurance Group.
- A speaker line-up of seasoned call center executives and industry experts.
- Daily morning “kick-starts” with industry veteran Kirk Weisler. Attendees will engage in activities and learn proven best practices.
- In-depth, post-conference seminars that offer additional training in the areas of call center and workforce management.

“We receive consistent feedback that indicates the need for an event that provides advanced call center content.” said Fiona Henderson, ICMI executive director of events. “We’re extremely excited to fill that niche by introducing this new in-depth format, created specifically for call center managers who are already skilled in the basics.”

The ICMI Contact Center Management Conference & Expo 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, visit www.icmi.com/CCM2009.

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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.

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