



KX KNOWLEDGE **EXCHANGE** CONFERENCE

SEPTEMBER 28–30, 2010 | SANTA CLARA, CA

LEVERAGING CUSTOMER SERVICE FOR BUSINESS VALUE

Practitioners told us they craved an opportunity to interact and learn from the experiences of peers in a structured way—and we listened! With a unique format designed to encourage meaningful dialogue and practical takeaways, this next evolution in conferences will help you take your ideas to a higher level.

**REGISTER BY AUGUST 13
AND SAVE \$200!**

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Peer-Focused Learning in a Structured Environment for Customer Management Professionals

With a purposeful focus on "Leveraging Customer Service for Business Value", the ICMI Knowledge Exchange Conference offers a lively forum to engage meaningfully on the realities of providing an exceptional customer experience in an increasingly complex environment. If your level of experience has created a need beyond the value a traditional conference can offer, this is the event you've been waiting for.



▶ **Spotlighting Four Core Themes**

Contact center leaders are charged with managing their operations in a way that not only improves the customer experience, but also contributes to the broader strategic goals of their organizations. Maintaining a big picture perspective while "in the trenches" day-to-day can be extremely challenging. Our themes are selected to address the part customer service plays in today's most prevalent corporate objectives.

- ▶ **Customer Satisfaction Measurement and Management**
- ▶ **The Impact of Social Media and the Always-On Consumer**
- ▶ **Cultivating Business Agility**
- ▶ **Maximizing Resources for Strategic Value**

A New and Exciting Three-Part Format

For each core theme, you'll:

- 1 Hear from an expert:** An eye-opening keynote presentation will get you thinking in a new way.
- 2 Engage in a focused discussion group with your peers:** We'll break into active, facilitated discussion groups on related topics to brainstorm on the practical application of the themes to your own environment. Each discussion will be kicked off by brief, illustrative case studies to get the ball rolling, but the conversation will go where you—the audience—take it.
- 3 Benefit from all of the takeaways:** To guarantee that everyone benefits from concurrent discussions, the larger group will reunite for quick readouts of the primary takeaways from each discussion group.

Why Attend?

Leading a customer service team can be a lonely position. Although people abound, as a functional unit within a larger organization there are often no real peers who share your specific challenges and concerns. And with higher customer expectations, more channels to manage, more pressure for results and frequently fewer resources, these challenges have never been so great. At the ICMI Knowledge Exchange Conference, you'll encounter the type of new ideas and genuine inspiration that can be difficult to come by, and you'll leave inspired and motivated to make the changes necessary to drive business value from your customer service initiatives.

Who should attend?

- Senior Level Executives and Directors who are accountable for strategic planning and alignment
- New and Experienced Managers responsible for operational and tactical execution
- Analysts who require a fundamental understanding of industry principles
- CIOs who desire financial improvements from enhanced call center operations
- CTOs who require integration of call center strategy with other internal departments
- Marketing Professionals involved more broadly in the customer experience

Program Features and Benefits Include:

- A new thought-provoking, and captivating format
- A focus on challenges, needs, and strategies
- Real-time information and feedback
- Addressing your needs rather than a speaker's agenda
- Multiple perspectives
- Case studies
- Networking, networking, networking

The Complete Conference Package: \$1,695

(Price when you register by August 13 with early bird = \$1,495)

Includes full access to educational conference, networking and special activities, all conference materials, breakfasts, lunches and receptions.

Conference Discounts

Early Bird:

Register by August 13 to receive \$200 off

Team Discount:

3-5 attendees	20% discount
6-10 attendees	30% discount
10+ attendees	40% discount

Team discount not combinable with other discounts or offers.

What Makes ICMI Events Different?

ICMI conferences are created with a depth of expertise and resources that no other conference organizer can offer. Over the past 25 years, our exclusive devotion to the contact center industry has made us the trusted source for reliable, product-neutral information and results-oriented vision. Our consulting team works "in the trenches" with companies large and small to overcome their contact center challenges and our editorial team is constantly seeking trends and news from across the industry. ICMI is one of the most established and respected organizations in the call center industry – so you can be sure that attending an ICMI event will be time well spent!

SCHEDULE AT-A-GLANCE

TUESDAY, September 28

8:00am – 6:30pm	Registration/Information Desk Open
8:00am – 9:00am	Continental Breakfast
9:00am – 12:15pm	Educational Program: Setting the Stage
9:00am – 9:30am	Opening Remarks from Brad Cleveland
9:30am – 11:00am	“Break the Ice” Facilitated Table Discussions
11:15pm – 12:15pm	Concurrent Educational Sessions
12:15pm – 1:45pm	Networking Lunch
1:45pm – 5:30pm	Educational Program: Customer Satisfaction Measurement and Management
1:45pm – 3:00pm	Keynote: What Winners Do – A New Look at Customer Satisfaction <i>Claes Fornell</i>
3:15pm – 4:45pm	Discussion Group Options: What, When, How and Why to Measure? Making the Business Case for Customer Satisfaction Using Customer Profile Data to Drive Satisfaction Delivering “Wow” Customer Satisfaction – Initiatives That Work!
5:00pm – 5:30pm	Regroup: Sharing the Takeaways
5:30pm – 7:00pm	Networking Reception

WEDNESDAY, September 29

7:30am – 5:30pm	Registration/Information Desk Open
7:30am – 8:45am	Continental Breakfast
8:45am – 12:30pm	Educational Program: The Impact of Social Media and the Always-On Consumer
8:45am – 10:00am	Keynote: Socialnomics: It’s a People Driven Economy, Stupid <i>Erik Qualman</i>
10:15am – 11:45am	Discussion Group Options: Access Alternatives Enabling Technologies The Complexities of Servicing Social Media The Role of Customer Service in Social Media
12:00pm – 12:30pm	Regroup: Sharing the Takeaways

WEDNESDAY, September 29

12:30pm – 1:45pm	Networking Lunch
1:45pm – 5:30pm	Educational Program: Cultivating Business Agility
1:45pm – 3:00pm	Keynote: Business Agility: Sustainable Prosperity in a Relentlessly Competitive World <i>Michael Hugos</i>
3:15pm – 4:45pm	Discussion Group Options:
	Structuring and Managing an Agile Team
	Preparing for the Unpredictable: Flexible Staffing Strategies
	Using Technology to Manage Complexity and Drive Agility
	Creating and Maintaining Continuous Feedback Loops
5:00pm – 5:30pm	Regroup: Sharing the Takeaways
5:30pm – 7:00pm	Networking Reception

THURSDAY, September 30

8:00am – 1:00pm	Registration/Information Desk Open
8:00am – 9:00am	Continental Breakfast
9:00am – 1:00pm	Educational Program: Maximizing Resources for Strategic Value
9:00am – 10:15am	Keynote: Re-Thinking, Re-Designing, Re-Directing Your Organization's Future <i>Robert Stevenson</i>
10:30am – 12:00pm	Discussion Group Options:
	Empowering and Engaging Staff
	Reevaluating Standard Procedures
	Driving Value from Existing Technology
	Reaping Rewards from Cross-Department Collaboration
12:15pm – 12:45pm	Regroup: Sharing the Takeaways

Ideas are refined and multiplied in the commerce of minds. In their splendor, images effect a very simple communion of souls.

– Gaston Bachelard

CUSTOMER SATISFACTION MEASURE

KEYNOTE PRESENTATION



THE STRONG RELATIONSHIP between customer satisfaction acquiring new ones. But although it is commonly recognized accurately define, measure and manage it. Without a clear weapon to drive the business, these initiatives are destined program that will drive loyalty and profitability.

What Winners Do — A New Look at Customer Satisfaction

CLAES FORNELL

Professor and Director of National Quality Research Center, University of Michigan and Chairman, CFI Group

In today's marketplace, many long-established business dogmas are false and actually lead to the exact opposite of what's intended. Among the more serious misconceptions are these: high risk and high returns go together; greater productivity is always for the good; more customer complaints are always bad; market share and profits are highly correlated; and that you win by beating competition. Fundamental changes in the global economy have turned much conventional business thinking on its head. At the same time, new rules pose tremendous opportunities as well as serious threats. The balance of power between buyers and sellers is changing. Assets of supply will not predict future success - assets of demand will. More than ever before, a company's financial future now rests on how well it manages its customer relationships. A double whammy will hit companies that do a poor job in satisfying customers: customer defection and capital withdrawal. In contrast, companies with strong customer relationships will benefit from both consumer and equity markets. In this eye-opening presentation, industry pioneer Claes Fornell will share his research findings about what winners do – and sound warnings about what losers are inclined to do.

Claes Fornell is one of the world's leading experts on Customer Satisfaction Measurement and Customer & Employee Asset Management. He is responsible for the development and design of the American Customer Satisfaction Index (ACSI), a national Economic Indicator, and for similar indices in Europe and Asia. He has advised leading corporations worldwide on the use of Customer and Employee Asset Management for improved measurement, strategic and financial performance outcomes. His work has also led to the development of the CFI Group patent protected software.

and loyalty is widely known, as are the dramatic financial benefits of keeping existing customers versus that customer satisfaction is the key to increased market share and profits, most companies are unable to and accurate sense of what needs to be measured and how to collect, analyze and utilize data as a strategic to fail. Discover the keys to implementing an effective, measurable and ongoing customer satisfaction

DISCUSSION GROUP OPTIONS

What, When, How and Why to Measure?

Call centers are overloaded with data, but which metrics have the biggest impact on customer satisfaction? Once you've decided WHAT to measure, what is the impact of how and when you measure it on the quality of the data? Learn from your peers about the successes and pitfalls they've experienced in the quest for the "holy grail" of measurement – actionable data that directly relates to customer satisfaction.

Making the Business Case for Customer Satisfaction

Getting the necessary resources to deliver world-class service can be a struggle, requiring both solid data and compelling communication that will resonate with the CFO. Explore how to develop a credible, tangible ROI for improvements in the customer experience, as well as methods to gain the support of senior management for these efforts.

Using Customer Profile Data to Drive Satisfaction

So now that you have data on your customers, what do you do with it? Within the contact center, do you route them differently? Upsell differently? Does marketing use the information to target them more effectively? Are you utilizing the data to proactively retain your customers? We'll brainstorm on ways companies are using customer data to maximize strategic value and improve customer satisfaction.

Delivering "Wow" Customer Satisfaction – Initiatives That Work!

In this robust discussion, we'll take full advantage of our diverse audience to share the "best of the best" customer satisfaction initiatives from a wide range of environments. Bring your success stories – and be prepared to take notes! – as your peers reveal the ideas that have really moved the needle on customer satisfaction.

Many ideas grow better when transplanted into another mind than in the one where they sprung up.

– Oliver Wendell Holmes

THE IMPACT OF SOCIAL MEDIA AND T

KEYNOTE PRESENTATION



AS ANY ORGANIZATION actively listening to their customers customer service strong is as important as ever — word of prospects, along with many who have never directly interacted service. This dialog is shaping (for better or worse) your brand initiatives or as the responsibility of newly established cross-role as resource requirements for listening and interacting passes the fast-evolving demands of social media. This takes compelling — you'll be in a position to leverage and benefit

Socialnomics: It's a People Driven Economy, Stupid

ERIK QUALMAN

Social Media Expert and Author, Socialnomics

Facebook topped Google for traffic in the United States, 50% of the world's population is under 30-years-old, and 96% of Generation Y in the U.S. has signed up for a social network. As a result of this shift, the companies that provide the best customer service and products will win, rather than the companies that are the best at marketing and messaging. Flourishing companies are acting like Dale Carnegie – listening first and selling second – and bringing customer service to the forefront of businesses. Learn why social media isn't a fad but a revolution, and what this means for customer service. Discover the four steps to success, and how companies and individuals are achieving success in social media. In the future we will no longer search for products and services, they will find us – so getting your customer service in line with this new reality *now* is critical.

Erik Qualman is the author of the best-selling book, "Socialnomics: How social media transforms the way we live and do business." Qualman is a popular speaker whose expertise has been highlighted in BusinessWeek, The New York Times, Forbes, CBS Nightly News, and many others. He is an MBA Professor at the Hult International Business School, and Global Vice President of Digital Marketing at EF Education. For the past 16 years he has helped grow the online marketing and eBusiness capabilities of many companies including Cadillac, EarthLink, EF Education, Yahoo, Travelzoo and AT&T. He is a columnist for ClickZ, while also owning the social media blog socialnomics.com.

Ideas can be life-changing.
Sometimes all you need to open the
door is just one more good idea.

– Jim Rohn

THE “ALWAYS ON” CONSUMER

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will attest to, social media is changing the face of customer service delivery. At one level, keeping experiences, good and bad, get around far and fast. But there's much more to it. Your customers and with your organization, are having a conversation about your products, services, and commitment to and identity. Are you part of the conversation? While social media projects often begin as marketing functional teams, customer service – and specifically the contact center – invariably assumes a more central become evident. To put effective services in place, you need a customer access strategy that encompasses leadership, participation from across the organization, and a lot of collaboration, but the payoff is from the conversation, and not be a victim of its whims.

DISCUSSION GROUP OPTIONS

Access Alternatives

“Social media” encompasses a wide range of activity – from Facebook and Twitter to blogs and online community initiatives – and each has its own set of challenges and potential rewards. Deciding where to concentrate your efforts can be daunting. This discussion group provides an opportunity to avoid missteps and reap the benefit of the cumulative experiences of your peers as they take their first forays into these new channels.

Enabling Technologies

A number of technologies are available to help manage your social media efforts, and more come on the market every day. What's out there now? Which ones will make the biggest difference in your ability to effectively respond to inquiries and/or complaints in the social media world? Hear what types of technologies others are using, and learn the possibilities and pitfalls associated with them.

The Complexities of Servicing Social Media

Getting a social media strategy in place in the first step, but in order to be successful in this media you'll need to be prepared to service these channels – and do it well. To really listen to your customers via numerous social

channels, you're likely to need dedicated staff. How do you recruit, pay, train and schedule staff for these efforts? How will you handle damage control, either proactively in the event of an incident, or reactively based on potentially viral negative feedback on social media sites? The answers aren't always easy or obvious. Come learn about the successes and failures of your professional colleagues as they struggle to effectively service social media channels.

The Role of Customer Service in Social Media

In many cases, some sort of corporate social media initiative already exists outside of the customer service department. And yet the communication that happens via social media is ultimately about customer satisfaction, and therefore it's imperative that customer service be involved to ensure synergy with other efforts. Is there an ideal “ownership” scenario for these initiatives? When initiatives exist, how can you overcome territorialism and get a seat at the table? What types of enterprise cooperation have worked most successfully? Join us as we share strategies that have worked in ensuring that customer service plays a meaningful role in your corporate social media execution.

CULTIVATING BUSINESS AGILITY

KEYNOTE PRESENTATION



THE VOLATILE ECONOMIC CLIMATE has brought the concept regardless of economic, seasonal, supply/demand or other flexible and scalable, but does not become unmanageably the benefits of structural, staffing, technology and process

Business Agility: Sustainable Prosperity in a Relentlessly Competitive World

MICHAEL HUGOS

Center for Systems Innovation

The relentless pursuit of efficiency no longer yields the profits it once did, because it requires a level of business predictability that no longer exists. In our real-time global economy, responsiveness trumps efficiency. The agile enterprise is an organization that learns to make profits from a hundred small adjustments every day and from some occasional big wins. Although no one adjustment by itself may be all that significant, the cumulative effect over time is enormous. By being responsive to the evolving needs and desires of specific groups of customers, companies can wrap their products and services in a tailored blanket of value-added services to consistently earn an additional two to four percent more gross margin than they would otherwise earn for the product or service alone. This customer and market specialization is the most promising and the most sustainable source of profits in the new economy. Learn the three fundamental process loops that drive an agile enterprise and see how they work together to deliver the responsiveness that generates profits in a high change economy. Appreciate how technology, organizational structure and management processes can be used to enable the development of business agility.

Michael Hugos, at Center for Systems Innovation is a speaker, mentor and practitioner in business and IT agility. He previously spent six years as chief information officer (CIO) of a national distribution organization where he developed the suite of supply chain and e-business systems that transformed the company's business and revenue model. He is a recognized expert in business agility, IT agility and supply chain management. He won the CIO 100 Award in 2003 and 2005, the InformationWeek 500 Award in 2005, and in 2006 was selected for the Computerworld Premier 100 Award for career achievement. Michael writes a blog for CIO magazine titled "Doing Business in Real Time" and has authored seven books including, "Business Agility: Sustainable Prosperity in a Relentlessly Competitive World" and his newest book, "Business in the Cloud: What Every Business Needs to Know about Cloud Computing."

of business agility to the forefront. The ability to consistently provide high quality service to customers contributing factors is what sets the best apart from the rest. And yet, creating an organization that is complex, can be tricky. Learn techniques to accurately forecast your business needs, and how to evaluate changes that promote agility.

DISCUSSION GROUP OPTIONS

Structuring and Managing an Agile Team

An agile team requires both an organizational structure and a culture of empowerment that fully support this goal. There are certainly many ways to achieve this, and the type of approaches that work best can be dependent on the environment. Join us as we discuss the small changes that can make a big difference in your team's ability to identify and respond to opportunities in a way that promotes agility – and ultimately profitability.

Preparing for the Unpredictable: Flexible Staffing Strategies

The need for real-time management can make accurate forecasting seem like an impossible dream, but finding the right models and tools for your organization can reduce the chaos. Combine this with creative staffing options and you can keep your team nimble enough to maintain service levels despite variances in volume. Forecasting, scheduling and staffing are ubiquitous pain points for customer service leaders, so this is sure to be an active conversation of what's worked and what hasn't in the quest for the perfect staffing model.

Using Technology to Manage Complexity and Drive Agility

Business intelligence and business process management tools, knowledge management systems, speech analytics, unified desktops, cloud computing/S-a-a-S – today's technologies provide innumerable options to aid in creating a more agile operation. But sifting through to determine which will have the biggest impact on your organization can be a dizzying task. Join us for an open forum on the real-life experiences in using technology to promote a more responsive organization.

Creating and Maintaining Continuous Feedback Loops

With consumers more powerful than ever and success driven by ongoing relationships (as opposed to one-time purchases), losing touch with the needs of your customers can quickly make your products and services irrelevant. Listening creates awareness, but this alone is not enough. The key to success is in consistently analyzing and acting on this information – whether by eliminating root problems, improving existing processes, or creating new ones to better serve your market. Join us as we discuss techniques for making such feedback loops part of the natural fabric of your organization.

Our greatest lack is not money for any undertaking, but rather ideas, If the ideas are good, cash will somehow flow to where it is needed.

– Robert H. Schuller

MAXIMIZING RESOURCES TO DRIVE S

KEYNOTE PRESENTATION



COMPANIES THAT PROVIDE best-of-breed customer service and better at maximizing the value of the resources at hand. the broader organization? Learn how to take a step back and

Re-Thinking, Re-Designing, Re-Directing Your Organization's Future

ROBERT STEVENSON

Renowned Speaker and Author

Although economic conditions are easing, the impact on corporate culture will remain for years to come. An air of caution will prevail, with a continued emphasis on ensuring that resources and expenditures are used to their maximum advantage. Are you utilizing your current assets to their fullest potential? How can you identify opportunities to improve the strategic value of your people, processes and technologies? The key is better utilizing the brainpower that exists within your organization. Mr. Stevenson has developed a program to help you do just that – to re-evaluate, re-energize, re-ignite, re-direct the powerful forces within your company. Learn how you can re-energize your people to have them effectively collaborating on what it is that makes you successful, indentifying where you should improve, and what must be done to reach the goals being set. Discover how to re-evaluate policies, procedures, protocols, rules, regulations and break down the walls of opposition without causing conflict, power struggles, argument, and disputes. In today's highly competitive business environment with ever-increasing expectations, aligning your organization towards better serving your customers is imperative. Come hear how you can maximize your resources to not only survive but thrive in this volatile marketplace.

With over 25 years of extensive corporate and entrepreneurial experience, Robert Stevenson understands what it takes to be successful, and is committed to helping others reach their Optimum Performance Level. He is a man who knows how to deal with risk, competition, and the ever-changing business arena. Having owned several companies, established and maintained hundreds of international accounts, and maintained a worldwide sales force, Mr. Stevenson is a man who has been there. He not only knows what to do, he has done it; he has not just studied it, he has made it happen. He has held positions from Salesman to Chief Executive Officer. He is also a former All-American athlete, Morehead scholar, and author of How to Soar Like an Eagle in a World Full of Turkeys: A Practical Guide to Personal and Professional Achievement.

aren't necessarily the ones that spend the most money – they're simply smarter about where they invest, Are you fully leveraging your existing customer service resources to the benefit of your customers, and identify opportunities to improve the value you're getting from your current resources.

DISCUSSION GROUP OPTIONS

Empowering and Engaging Staff

Human resources are an organization's most valuable asset, but few understand how to take full advantage of it. Not only has research shown that customer loyalty is directly correlated to employee loyalty, but in an environment of trust and empowerment, your people become your best source of information on what's working – and what's not – for both your company and your customers. Getting it right can be tricky, and everyone's got experiences to share, so join us as we tap into the creative energy of the group to identify the best ways to motivate, engage and empower your employees and create a more productive work environment.

Reevaluating Standard Procedures

"That's the way we've always done it." "If it ain't broke, don't fix it." Sound familiar? Although the cumulative effect of even minor improvements can be enormous in terms of efficiency and customer satisfaction, day-to-day firefighting and larger initiatives typically take priority over tweaking policies and procedures that aren't immediately problematic. In addition, the prospect of change (in terms of communication, potential conflict, and execution) is unappealing at best, and therefore often avoided for as long as possible. Come swap war stories about identifying and implementing process improvements in your organization, and gain tips on how to minimize the pain and maximize the benefits of these initiatives.

Driving Value from Existing Technology

An outcome of the economic roller coaster of the last few years is that we know that technology investment will never be the same. Alas, most centers have plenty of technology that is underutilized, over-invested, or just plain not delivering business value. In this highly interactive session we'll swap stories and tips on leveraging what we already have to realize cost savings, productivity and service improvements – and ensure that the next thing you buy will deliver on expectations. You'll be the hero in the new era of high powered, high value, technology results.

Reaping Rewards from Cross-Department Collaboration

Join what promises to be a lively dialogue as we explore ways to drive value by effectively bridging the divide between frustrated call center managers and their counterparts across the organization. Marketing, IT, HR, product management, and field operations are all examples of groups on which the call center depends and which impact each other. Developing collaborative relationships with these departments can reap big rewards in customer satisfaction. We'll facilitate a rousing discussion of the challenges people face and the solutions that work (or don't work!). And we'll use this community of peers to talk about new ideas for partnering with other departments to ensure everyone succeeds – including the company and customers.

NETWORKING & SPECIAL ACTIVITIES

[REGISTER NOW](#)



Networking Lunches

Tuesday, 12:15pm – 1:45pm

Wednesday, 12:30pm – 1:45pm

Meet new peers and continue the conversation more informally over lunch.

Welcome Reception

Tuesday, 5:30pm - 7:00pm

Mingle with colleagues, catch up with old friends and make new acquaintances at this opening night reception.



Networking Cocktail Reception

Wednesday, 5:30pm - 7:00pm

Join us for a night of networking as you unwind from a long day of learning. Sip a glass of wine and enjoy light hors d'oeuvres. Meet new contacts, exchange ideas, and share tips.



Ask the Experts

Schedule a complimentary 30-minute, one-on-one session with a veteran ICMI consultant to talk about anything you wish. These esteemed experts have worked with some of the most prestigious, complex contact center organizations in the world.

Top Industry Solution Providers

Top industry solution providers will be available in the food and beverage area to share the latest products and services, and will also be attending the event as peers. This is a great opportunity to have genuine, meaningful conversations with these providers in their role as a valuable part of the customer service community.



REGISTRATION, HOTEL & TRAVEL

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Your Complete Conference Package

- Full access to educational conference
- Networking and special activities
- Breakfasts and Lunches
- Receptions
- Conference materials/takeaways

Price when you register by August 13 with early bird discount = \$1,495

Price after August 13: \$1,695

Four Ways to Register

- **Online:**
www.icmi.com/Exchange2010
- **Phone:**
866.535.8988 or 415.947.6907
- **Email:** registration@ubm-us.com
- **Fax:** 415.947.6011

DISCOUNTS AND SPECIAL OFFERS

Early Bird Discount:

Register by August 13 to receive **\$200 off**

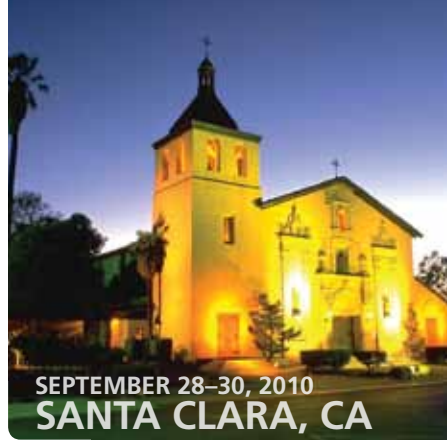
Team Discount:

3-5 attendees	20% discount
6-10 attendees	30% discount
10+ attendees	40% discount

Team discount not combinable with other discounts or offers.

Cancellation Policy:

If you need to cancel, you may do so until September 3, 2010. A non refundable \$150 cancellation fee will be charged. No-shows and cancellations after September 3, 2010 will be charged the full conference rate. Attendees who register prior to or after the deadline date who do not cancel in writing by the deadline date are liable for the package cost and will be charged for the full registration fee.



Hotel & Travel

*Hyatt Regency Santa Clara
5101 Great America Parkway
Santa Clara, California, USA 95054*

A discounted conference rate is available to event participants: **\$119** single/double occupancy.

Please call 800.223.1234 and reference the ICMI Knowledge Conference 2010.

The conference rate will be available until September 3, 2010, OR until the rooms sell out.





KNOWLEDGE EXCHANGE CONFERENCE

SEPTEMBER 28-30, 2010
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SAVE \$200

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AUGUST 13, 2010

LEVERAGING CUSTOMER SERVICE FOR BUSINESS VALUE

A Focus on Four Core Strategic Themes

- Customer Satisfaction Measurement and Management
- The Impact of Social Media and the Always-On Consumer
- Cultivating Business Agility
- Maximizing Resources for Strategic Value



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