

Overview

Multi-Day Call Center Training to Improve Your Center's Performance

If you're a call center professional looking to enhance your knowledge on a wide range of subjects, the ICMI Training Symposium – March 27-30 in San Francisco – is the place to be. Value-priced passes, extending from one to four days, cover an array of critical industry topics ranging from strategy to hands-on coaching, from knowledge management to financials. And with seven different courses to choose from, you can customize your learning experience by focusing on the specific areas that meet your interest.

Event Highlights

- Select from seven training courses ONLY available at Symposiums
- Acquire key expertise in critical areas of call center learning
- Participate in multiple networking opportunities
- Minimize travel and time away from your center – while maximizing your return.

Who Should Attend?

Supervisors, Managers and Executives Involved in or Responsible for:

- | | |
|------------------------------------|-----------------------------|
| • Call/Contact Centers | • Telemarketing/Telesales |
| • Customer Service | • Channel Support |
| • Customer Relationship Management | • Hiring/Coaching/Retention |
| • Sales and Marketing | • Workforce Management |
| • Help Desks | • Six Sigma |

ICMI is a GSA Contract Holder

For details and pricing, contact Todd Piccuillo at 203-242-6632 or tpiccuillo@icmi.com.



Course Descriptions

March 27-28

Essential Skills and Knowledge for Effective Contact Center Management

Choose as part of your 4 Day (All-Access), 3 Day, or 2 Day Pass.

This highly effective 2 day course is guaranteed to provide practical, proven strategies and the performance reporting tools necessary to make real, lasting, bottom-line financial impact.

Learn how to: Create an effective planning process / Reduce call center costs and improve your bottom line / Meet service levels consistently and measurably / Forecast workload and create schedules

March 27-28

Mastering Contact Center Financials: Strategies for Planning, Measuring, and Reporting

Choose as part of your 4 Day (All-Access), 3 Day, or 2 Day Pass.

Through this intensive 2 day course, you will gain a solid understanding of strategic analysis to make better decisions and improve performance through planning and building a strong contact center budget, measuring overall financial performance, and reporting results back to the business.

Learn how to: Secure the funds necessary to effectively and efficiently manage a call center / Evaluate your center's financial performance / Provide tools to assess the effectiveness of resource utilization / Maintain focus through budgeting on each area of call center operation

March 27-30

The Workforce Management Boot Camp

Choose the 4 Day (All-Access) Package to attend this course.

A comprehensive, 4 day workshop that integrates all aspects of workforce management to provide the precise, start-to-finish skills that will improve accuracy, efficiency, increase employee and customer satisfaction, and consistently meet service levels.

Learn how to: Understand the basic WFM statistics / Examine a variety of forecasting models and determine what works best for you / Provide more value through reporting

March 29-30

Contact Center Strategy: A Planning Workshop

Choose as part of your 4 Day (All-Access), 3 Day, or 2 Day Pass.

This 2 day executive-level planning workshop will provide the tools and direction necessary to develop, implement and manage a contact center strategy and leadership process.

Learn how to: Develop a comprehensive customer access strategy / Integrate multiple customer contact channels / Strategize for improving contact center return on investment / Align people, processes, and technologies with a single vision / Improve your organization's strategic value



March 29-30

Advancing Contact Center Quality through Monitoring and Coaching

Choose as part of your 4 Day (All-Access), 3 Day, or 2 Day Pass.

This 2 day course shows you how to design a comprehensive cost-effective monitoring and coaching program that boosts quality, drives performance improvement initiatives, and increases agent performance and commitment.

Learn how to: Structure a program to increase agent satisfaction and reduce turnover / Build consensus and gain buy-in from the entire contact center / Align monitoring and coaching practices with hiring and training / Fine-tune monitoring and coaching skills

March 28

Knowledge Management: Knowledge-Centered Support Fundamentals

Choose as part of your 3 Day, 2 Day, or 1 Day Pass.

This 1 day course will introduce the fundamental concepts of the Knowledge-Centered Support (KCSSM) methodology. Discover how your organization can gain a competitive advantage through a thriving knowledge management program that successfully captures, structures, and reuses information.

This course is delivered in partnership with HDI

Learn how to: Develop a core understanding of the benefits and processes associated with a knowledge management initiative/ Implement knowledge management best practices/ Align your organization with knowledge-centered support



March 29

Measuring Contact Center Effectiveness

Choose as part of your 3 Day, 2 Day, or 1 Day Pass.

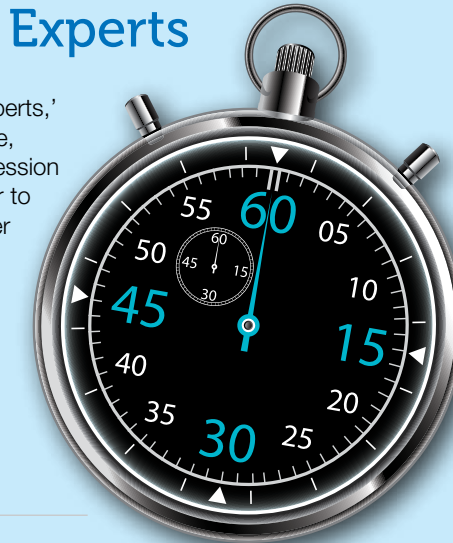
Attend this 1 day course to understand metrics and determine which measurements are right for your call center.

Learn how to: Move beyond simple benchmarks / Discover and resolve the true problems your metrics are reporting / Improve quality and efficiency

Ask the Experts

ICMI presents 'Ask the Experts,' a complimentary 30-minute, one-on-one consultative session with a veteran ICMI advisor to discuss your contact center initiatives.

These esteemed experts are skilled in analyzing and enabling all aspects of the contact center and the customer experience.



For more information, contact **Todd Piccuillo at tpiccuillo@icmi.com**

Schedule-At-A-Glance

Tuesday March 27

7:30am-8:30am **Breakfast**
8:30am-4:30pm **The Workforce Management Boot Camp (4 days)**
Essential Skills and Knowledge for Effective Contact Center Management (2 days)
Mastering Contact Center Financials (2 days)

12:00pm-1:00pm **Lunch**
4:30pm-6:00pm **Networking Reception**

Wednesday March 28

7:30am-8:30am **Breakfast**
8:30am-4:30pm **The Workforce Management Boot Camp (4 days)**
Essential Skills and Knowledge for Effective Contact Center Management (2 days)
Mastering Contact Center Financials (2 days)
Knowledge Management: Knowledge-Centered Support Fundamentals (1 day)

12:00pm-1:00pm **Lunch**
4:45pm-5:30pm **CIAC Certification Information Session**

Thursday March 29

7:30am-8:30am **QueueTips Breakfast**
8:30am-4:30pm **The Workforce Management Boot Camp (4 days)**
Advancing Contact Center Quality Through Monitoring and Coaching (2 days)
Contact Center Strategy: A Planning Workshop (2 days)
Measuring Contact Center Effectiveness (1 day)

12:00pm-1:00pm **Lunch**
4:30pm-6:00pm **Networking Activity**

Friday March 30

7:30am-8:30am **Breakfast**
8:30am-4:30pm **The Workforce Management Boot Camp (4 days)**
Advancing Contact Center Quality Through Monitoring and Coaching (2 days)
Contact Center Strategy: A Planning Workshop (2 days)

12:00pm-1:00pm **Lunch**

Registration: 7:30am-4:30pm every day.

How to Register

Visit icmi.com/Symposium/SF or call **800.672.6177**

4 4 Day All-Access Pass **\$2,995**

Includes: Breakfast & Lunch, Networking activities & Course materials for all 4 days.

3 3 Day Pass **\$2,395**

Includes: Breakfast & Lunch, Networking activities & Course materials for 3 days.

2 2 Day Pass **\$1,795**

Includes: Breakfast & Lunch, Networking activities & Course materials for 2 days.

1 1 Day Pass **\$995**

Includes: Breakfast & Lunch, Networking activities & Course materials for 1 day.

Group Registrations
Special team discounts are available. For information, contact Jennifer Quigley at 719-785-5340 or jquigley@icmi.com

Cancellation Policy
Cancellations must be made in writing to icmi@icmi.com. You may cancel without penalty until February 13, 2012. Cancellations received between February 14 and March 12 are subject to a non-refundable \$150 cancellation fee. Cancellations after March 12 – as well as no-shows – will be charged the full Symposium rate. You may provide a substitute attendee at any time without penalty. Cancellation policies apply to all Symposium packages.

Benefit from one of the greatest resources at your disposal - your peers. At this Symposium, you'll encounter a relaxing environment optimized to facilitate and encourage networking.

Networking Reception

Tuesday, March 27, 4:30pm-6:00pm

Network with peers over drinks and light hors d'oeuvres.

CIAC Certification Information Session

Wednesday, March 28, 4:45pm-5:30pm

This educational session will provide you with the benefits and tools you need to start the CIAC certification process. Come learn what all the chatter is about.

QueueTips Breakfast

Thursday, March 29, 7:30am-8:30am

Always popular, this breakfast is a great way to gain and share tips and insights with our faculty and delegates. Each table will have a topic and facilitator to aid discussions and provide expertise.

Networking Activity

Thursday, March 29, 4:30pm-6:00pm

Join us for a local activity that's sure to be fun and exciting.

Hilton San Francisco Financial District

750 Kearny Street
San Francisco, CA 94108



All Symposium classes and activities will take place here.

A discounted rate is available to Symposium participants:

\$169/night Single/Double Occupancy

To make reservations, please call 800-424-8292 and reference ICMI 2012 Symposium. This rate will be held until March 5, 2012.

Symposium Discounts

Special Offer

Register for any pass by **February 17, 2012** with promo code **SF2012** for 10% savings. Combinable with Early Bird Pricing.

Early Bird

Register by **February 17, 2012** for a 4 Day (All-Access) or 3 Day Pass, and receive \$200 off the regular price.

Group Discount

Generous team discounts are available. For information, contact **Jennifer Quigley at 719.785.5340 | jquigley@icmi.com**.

San Francisco

Print Std
US Postage
PAID
CPC Mail



icmi.com/Symposium/SF | 800.672.6177

Hilton San Francisco Financial District

San Francisco

March 27-30, 2012



New course added!



121 South Tejon Street, Suite 1100
Colorado Springs, CO 80903

Special Offer!

Register with promo code **SF2012** for 10% Savings on **ANY** Pass.

Plus, register by **February 17** to combine with Early Bird Pricing on a 4 Day (All-Access) or 3 Day Pass.