



September 25-27 | LAS VEGAS
Mandalay Bay

BUSINESS JUSTIFICATION TOOL KIT

Letter template
Learning tracks, Case studies, Tours
Schedule at a Glance
Track session summary
What attendees are saying
Who attends Contact Center Demo
An expense worksheet
Session notes template
Post-conference report

Contact Center Demo 2017 — Business Justification Toolkit

Everything You and Your Manager Need to Know

Over three days at ICMI Contact Center Demo, thousands of customer service and contact center professionals will convene together, share ideas and best practices, discover the most current and cutting-edge technology innovations and strategies, and build upon their drive to improve operational efficiencies and customer service within their organizations. It's quite a sight to behold and even more amazing to experience!

As you know, rapid change is the way of the world. Shifts in customer expectations and demographics, economic conditions, and innovations in technology all have a direct and sometimes dramatic impact on what it means to provide stellar service. Success in this environment requires both a solid foundation and an understanding of the trends that will impact your future.

We hope you and your team can join us in Las Vegas as we take you on a journey through today's best practices – and how to prepare for ongoing success. ICMI Contact Center Demo is uniquely designed with forward thinking sessions, keynotes, tours and demos; and this year we've introduced [six new learning tracks](#) that offer a broad range of topics to address your most pressing needs as well as offering new perspectives for your Contact Center's future.

This kit includes a few materials that you can tailor to meet your needs and make things easier for your approving manager to understand the value and return on investment of you attending.

- A letter template
- Session tracks, Case studies, Tours
- Schedule at a Glance
- Track session summary
- What the media is saying
- Who attends Contact Center Demo
- An expense worksheet

With both a 2-day and 3-day conference pass option and special monthly pricing, we're confident that you will be able to find the right package to fit your budget.

We look forward to seeing you at the *Mandalay Bay* in Las Vegas this September 25-27!

Sincerely,

The ICMI Contact Center Demo Team

P.S. Don't hesitate to reach out to us at icmidemoreg@ubm.com if we can provide any other information. You can also reach the team via Chat on [ICMI.com/CCDemo](https://www.icmi.com/CCDemo)

JUSTIFICATION LETTER TEMPLATE

Dear

I am requesting your approval to attend [ICMI Contact Center Demo 2017](#), September 25-27, 2017, in Las Vegas, NV. Contact Center Demo is organized by ICMI, a leader and trusted resource for contact center professionals for 32 years and last year was featured on *NBC Nightly News* and in *The New York Times*. Their reputation is unmatched in the customer service/contact center industry.

ICMI Contact Center Demo is where contact center professionals find trusted education developed by a team of objective practitioners and content professionals in the core areas needed to keep current on the skills and best practices required for our business.

The [conference session tracks](#) include:

- Boost Your Culture
- Maximize Productivity
- Achieve Metrics Nirvana
- Elevate Your Leadership
- Optimize Technology
- Drive Customer Success

Over the course of three days, Contact Center Demo offers half-day hands-on [workshops](#), exclusive [tours of local contact centers](#), 60-minute main sessions, 15-minute ignite talks, panel discussions, [case studies](#), and [inspiring headliners](#). I will also be able to interact directly with over 80 Exhibitors in the Demo Hall, which will allow me to personally test and evaluate a range of technologies and services that are important to our business. There is even a Demo Innovation Zone which will showcase and demonstrate the latest technology solutions.

When I return from Contact Center Demo, I will be able to share and suggest the latest trends and innovations with the rest of our organization. Contact Center Demo will also provide an opportunity for me to build a support system with other contact center professionals and learn from their experiences as they share success stories and lessons learned.

I've included a fact sheet for your review as well as a breakdown of the approximate cost of my attendance. You will find there are a number of different pricing options designed to fit our needs. With all of these opportunities to learn from industry leaders and connect with some of the top companies in the country, I hope you see the value of this event.

Please review these materials and let me know if you have any questions.

Sincerely,

[Signature]

LEARNING TRACKS

Boost Your Culture

Ideas to tackle the tough issues of hiring, mentoring, coaching, and motivating. [View sessions >](#)

Maximize Productivity

Critical insights and techniques into knowledge management, QA, workforce management, forecasting, and operational efficiency. [View sessions >](#)

Elevate Your Leadership

Best practices from industry frontrunners to help lead your team to success. [View sessions](#)

Optimize Technology

Approaches to select and implement contact center solutions that will optimize performance. [View sessions >](#)

Drive Customer Success

The inside scoop on customer experience, surveys, loyalty, journey mapping, and customer satisfaction. [View sessions >](#)

Achieve Metrics Nirvana

Learn the latest approaches to analytics, customer effort measurement, ROI, big data, and communicating results. [View sessions >](#)

CASE STUDIES



TRADEGLOBAL



FRAMEWORK



LOCAL CONTACT CENTER TOURS



EVENT SCHEDULE

MONDAY, SEPTEMBER 25 (Pre-Conference)						
Demo Hall Hours: 5:00PM – 7:00PM						
6:30AM-7:00PM	Registration					
7:00AM-8:30AM	Breakfast					
8:30AM-12:00PM	SITE TOURS Tour A1: Entertainment Benefits Group Tour A2: MGM Tour A3: One Nevada Credit Union Tour A4: Telus International Tour A5: UPS Tour A6: Zappos	WORKSHOP Pre-1: How to Quickly Design and Develop Agent Training	WORKSHOP Pre-2: The Principles of Effective Contact Center Management	WORKSHOP Pre-3: Journey Mapping: Creating an Exponentially More Effective Customer Experience		
12:00PM-1:30PM	Lunch					
1:30PM-5:00PM	SITE TOURS Tour P1: Entertainment Benefits Group Tour P2: GES Tour P3: MGM Tour P4: One Nevada Credit Union Tour P5: Telus International Tour P6: UPS	WORKSHOP Pre-4: Don't Give Up! You Can Coach Your Customer Service Agents to Be Better Writers	WORKSHOP Pre-5: Breathe New Life into Your Contact Center Metrics	WORKSHOP Pre-6: Contact Center Technology 101: What Every Professional Needs to Know	WORKSHOP Pre-7: MasterMinds	
5:00PM-7:00PM	Demo Hall Bash and Special Preview					

TUESDAY, SEPTEMBER 26 (Main Conference)						
Demo Hall Hours: 10:00AM-2:00PM						
7:00AM-6:30PM	Registration					
7:00AM-8:15AM	Industry Roundtables Breakfast					
8:15AM-10:00AM	Keynote - <i>Culture That Rocks!</i> - Jim Knight					
10:00AM-11:00AM	Morning Beverage Break					
LEARNING TRACKS						
	BOOST YOUR CULTURE	MAXIMIZE PRODUCTIVITY	ELEVATE YOUR LEADERSHIP	OPTIMIZE TECHNOLOGY	DRIVE CUSTOMER SUCCESS	ACHIEVE METRICS NIRVANA
SESSION BLOCK 1 11:30AM-12:30PM	Session 101 Knowledge Sharing: A Collaborative Method for Building Engagement	Session 102 Benchmark Your Way to World-Class Performance	Session 103 Thought Leaders Tell All: 2018 Trends to Prepare for	Session 104 Using Interaction Analytics to Optimize the Customer Experience	Session 105 Helping Customers Help Themselves: Strategies for Success Self-Service Models	Session 106 The Airbnb Approach to Training Analysis
12:30PM-2:00PM	Lunch & Learn with Solution Providers					
SESSION BLOCK 2 1:45PM-2:45PM	Session 201 Next Wave of Organizational Culture *Ignite Talk*	Session 202 Four Reasons to Remove Forecast Accuracy from Your Performance Review	Session 203 The Seven Secrets of Self-Leadership	Session 204 Boost Performance with Real-Time Agent Assistance	Session 205 Tackling Five Hidden Causes of Poor Customer Service	Session 206 Customer Lifetime Value: The Pros, Cons, and Hidden Dangers
SESSION BLOCK 3 3:00PM-4:00PM	Session 301 Work at Home: Best Practices for Performance Support, Training, and Engagement	Session 302 A Proven Approach to Continuous Improvement in the Contact Center	Session 303 Sparking Creativity and Innovation in Your Contact Center	Session 304 Routing with Robots: New Innovations in Service	Session 305 Redefining Customer Service in a Digital World	Session 306 Leverage Customer Segmentation to Improve the Service
SESSION BLOCK 4 4:15PM-5:15PM	Session 401 How to Define Your Culture with a Powerful Vision Statement	Session 402 Oops, They Did It Again: Best Practices for (Actually) Improving Agent Performance	Session 403 The #FreeToHelp Movement	Session 404 Stopping Identify Fraud in the Contact Center	Session 405 Using VOC Data to Turn the Tide at a Major Cable Provider	Session 406 Contact Center Cause and Effect: The True Impact of Your KPIs
5:15PM-7:00PM	Peers & Beers					

Continued on next page

EVENT SCHEDULE, Continued

WEDNESDAY, SEPTEMBER 27 (Main Conference)						
Demo Hall Hours: 10:00AM-12:30PM						
7:30AM-4:30PM	Registration					
7:30AM-8:30AM	Best Practices Networking Breakfast					
8:30AM-10:00AM	Keynote - <i>Becoming Obsessed with the Customer</i> - John Rossman					
12:30PM-1:45PM	Lunch					
LEARNING TRACKS						
	BOOST YOUR CULTURE	MAXIMIZE PRODUCTIVITY	ELEVATE YOUR LEADERSHIP	OPTIMIZE TECHNOLOGY	DRIVE CUSTOMER SUCCESS	ACHIEVE METRICS NIRVANA
SESSION BLOCK 5 1:45PM-2:45PM	Session 501 Moving Employees from Complacent to Committed	Session 502 Secret Weapons for the Seven Most Common Contact Center Headaches	Session 503 ROI: How to Measure and Maximize Your Contact Center's Value	Session 504 The Future Frontline: How AI, Cognitive and Chatbots Will Change Contact Centers Forever!	Session 505 Creating a Compelling Customer Service Strategy	Session 506 Focus on Feedback *Ignite Talk*
SESSION BLOCK 6 3:00PM-4:00PM	Session 601 Maximizing Contact Center Talent	Session 602 10 Knowledge Management Best Practices That Lead to Success	Session 603 Don't just Manage - Lead!	Session 604 Look at Clouds from Both Sides Now	Session 605 UPMC Health Care Concierge Program: Personalized Customer Service	Session 606 Measure What Matters – How to Boost Agency Efficiency & Customer Satisfaction

Link to: [Full Conference Information](#)

Link to: [Program Brochure](#)

What Other Industry Pros Are Saying About ICMI Contact Center Demo

"This was my first conference and I was travelling alone from Canada. I can't tell you how invited I felt. It quickly felt like home. I learned so much my 3 days there and truly miss it since my return. I cannot wait for the next conference." — **Shauntelle C., Dept. Head of Customer Service, Express Legal**

"If you work in a Contact Center you need to attend this event! The ICMI Team creates a three day event where you learn more about Leadership, Employee Training/Quality Management and Retention, Technology in a fun environment, with the best in the Biz!" — **Susie K., National Director Sales & Service, Broadway.com.**

"Anyone looking for new ideas to grow and improve their call center would benefit from the wealth of information ICMI has to offer." — **Marcy M., Supervisor, Delta Dental MI**

"I learned so much at this conference and have already begun to implement positive changes... I have at least 15 new things I'm going to work on step by step to create a renewed call center." — **Daniel S., Member Benefits Team Leader, Alliant Credit Union**

"The information received in many sessions was so informative and exciting that it was hard to sleep at night! I know I can't put everything into practice right away, but we are off to a great start!" — **Cindy W., Branch Manager, Centralized Showing Service**

"This was my first ICMI conference and I was very impressed with this event. The keynotes were relevant and amazing; the venue was well organized and used very well; the sessions were valuable not only from content but from crowd participation. I couldn't have picked a better conference to attend for my first contact center conference." — **Matthew B., Senior Manager Customer Care, Technology Services, J. J. Keller & Associates**

"As a first time visitor I found the conference as beneficial as I hoped. The willingness for peers in the industry to share ideas, successes and opportunities was refreshing and energizing!" — **Dan G., Director of Customer Experience, Transamerica**

"I loved the fact you could set up half hour sessions with ICMI experts to discuss relative issues." — **Amy S., Vice President, Customer Experience, Flagstar**

"I really enjoyed the small contact center workshop. It was very informative, and the way that it was set up, really allowed me to interact with other people with similar issues and circumstances." — **Conrad B., Familia Contact Center Manager, Bank of Guam**

Who Will I Meet at ICMI Contact Center Demo?

Job Titles of Attendees Already Registered

- AVP, Customer Service
 - Contact Center Manager
 - Director, Call Center Operations
 - Business Operations Manager
 - CFO
 - Customer Care Manager
 - Director, Customer Service
 - Senior Director
 - Associate Vice President
 - Vice President, Customer Service
 - Senior VP, Support Services
 - Sr. Workforce Management Analyst
 - Supervisor of Operations
 - VP Member Care Center
 - VP Member Care Center
 - Workforce Manager
 - Patient Services Director
 - Assistant Manager, Customer Service
 - Manager, Training & Development
 - Quality Assurance & Training
-

Just a Few Companies Past and Currently Registered

Industries represented include: Financial, Insurance, Communication, Education, Utilities, Transportation, Government, Retail, Hospitality, and more

- Ameris Bank
- Blue Cross Blue Shield
- McKesson US Pharmacy
- MedAmerica Billing Services
- Navy Federal Credit Union
- Uline
- ChoiceOne Bank
- Delta Community Credit Union
- Liberty Mutual
- Hill-Rom IT Solutions
- New England BioLabs
- Papa John's Int'l
- Northwest Bank
- The City of Asheville
- Veterans United Home Loans
- UMB Bank
- American Mint
- Progressive Insurance
- AARP
- Gwinnett County Water Resources
- Liberty University Online
- Bank of Hawaii
- DN Orthodontics
- North American Bancard
- The Home Depot
- Mercedes-Benz Financial Services
- OpenTable
- Credit Union of the Texas
- Salt River Project
- Bass Pro Shops
- Texas811
- Ameriprise Financial
- Cox Communications
- New York Life

EXPENSES WORKSHEET

Please fill out this expenses worksheet to estimate the cost of attending ICMI Contact Center Demo 2017.

Note that the conference negotiated room rate for the Delano is \$208/night and the Mandalay Resort is \$160/night. Both have a \$29/room night resort fee. (space available – book early!)

ICMI Contact Center Demo Registration Pass Options*	Select the pass that fit your needs:		
	What's Included	3-Day Pass September 25-27	2-Day Pass September 26-27
	Workshops & Local Contact Center Tours	✓	
	Main Sessions	✓	✓
	Networking Activities	✓	✓
	Breakfasts, Lunches, Receptions	✓	✓
	Headliner Inspirations	✓	✓
	Solutions Spotlight Sessions	✓	✓
	Demo Hall Entry	✓	✓
	Regular Price	\$2,199	\$1,899
Super Early Bird <i>expires July 31</i>	\$1,899	\$1,599	
Conf. Pass	\$		
Flight + Baggage	\$		
Parking	\$		
Mileage	\$		
Hotel	\$		
Taxi	\$		
F&B	\$		
Total	\$		

*Check [website](#) for current pricing that includes monthly discounts. The earlier you register the better deal you get!