

# icmi<sup>™</sup> CONTACT CENTER CONNECTIONS

October 28 - 30, 2019 | CHICAGO

*Hyatt Regency*

## BUSINESS JUSTIFICATION TOOLKIT

Letter template

Learning tracks, Case studies, Tours

Schedule at a Glance

Track session summary

What attendees are saying

Who should attend

Expense worksheet

Session notes template

Post-conference report

## ICMI Contact Center Connections 2019 — Business Justification Toolkit

### Everything You and Your Approving Manager Need to Know

Over the course of 3 days at ICMI Contact Center Connections, 1200+ customer service and contact center professionals will join 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!

We hope you and your team can join us at the Hyatt Regency Chicago as we take you on a journey through today's best practices – and how to prepare for ongoing success.

ICMI Contact Center Connections offers **six learning tracks** that offer a broad range of topics that will address your most current needs, as well as offer new perspectives to take your contact center and yourself to whatever next level you seek.

This kit includes a few materials that you can tailor to meet the specific process required by your organization to request conference approval and help your manager 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 industry is saying
- Who attends Contact Center Demo
- An expense worksheet

There is also a guide to help you **track and report on the sessions**, as well as **create a post-show report** for updating your manager on what you gained by attending.

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 *Hyatt Regency Chicago this October!*

Sincerely,

**The ICMI Contact Center Connections Team**

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

## JUSTIFICATION LETTER TEMPLATE

Dear [Insert Name],

I am requesting your approval to attend [ICMI Contact Center Connections](#), October 28-30, 2019 at the Hyatt Regency Chicago in Chicago, IL. Contact Center Connections is hosted by ICMI, a leader and trusted resource for contact center professionals for 33 years. Their reputation is unmatched in the customer service/contact center industry.

ICMI Contact Center Connections is their fall conference where contact center professionals find trusted education developed by a team of objective industry 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 the following, and I don't have to stay within one track. I can take sessions from any of the tracks!

- Master Your Metrics
- Boost Your Culture
- Supercharge Your Strategy
- Optimize your Operations
- Drive Your Customer Experience
- Elevate Your Leadership

Over the course of 3 days, Contact Center Connections also offers intense, hands-on [workshops](#), exclusive [tours of local contact centers](#), 60-minute main sessions, panel discussions, [case studies](#), and [inspiring keynote presentations](#). I will also be able to interact directly with over 80 Exhibitors in the expo 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 Solution Spotlight Theater where top providers showcase and demonstrate the latest technology solutions. I'll also have a chance to learn from other contact center pros and hear about their experiences as they share success stories and lessons learned.

When I return from Contact Center Connections, I will be able to share and suggest the latest best practices and innovations with the rest of our organization. In fact, it would be even better if I could attend with a team, so we can divide and conquer and make the most of this opportunity.

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

### **Master Your Metrics**

Sessions in this track will help you identify the most meaningful, actionable, and strategic KPIs for your center and ensure that they're used in ways that drive continuous improvement. [View sessions >](#)

### **Boost Your Culture**

Sessions in this track will provide valuable strategies for successfully hiring and onboarding, as well as creating a positive culture that increases engagement and minimizes attrition. [View sessions >](#)

### **Supercharge Your Strategy**

Sessions in this track will highlight key success factors for centers small and large, including tips to get the recognition, respect, and funding your center needs. [View sessions >](#)

### **Elevate Your Leadership**

Sessions in this track focus not just on honing your own leadership skills but also on fostering leadership skills to ensure ongoing success. [View sessions](#)

### **Optimize Your Operations**

Sessions in this track provide insights on maximizing the productivity of the people, processes, and technologies at your disposal. [View sessions >](#)

### **Drive Your Customer Experience**

Sessions in this track will help you develop strategies and implement tactics to overcome the hurdles and take your customer experience to the next level. [View sessions >](#)

## COMPANIES PRESENTING CASE STUDIES



## LOCAL CONTACT CENTER TOURS –Requires a 3-day pass



## What Industry Pros Are Saying

*It was a fantastic opportunity to network with others in the industry that experience similar obstacles as well as learn from experts in the industry through the many sessions offered. The event was fantastic to connect with various vendors while exploring other options.* - **Director, Customer Experience, CAA Club Group**

*I was inspired in new ways and couldn't wait to get back to my team to begin implementing new ideas.* - **Learning and Development Manager, FCR**

*I consistently walk away from the conference excited to come back to work and put into action some of the nuggets that I found as valuable insight from the week. Attending the tours provides opportunities to compare and contrast with our team and experiment with new ways to improve and get better.* - **Assistant Director of Client Services, Northwestern Mutual**

*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.* — **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!"* — **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.* — **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.* — **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!* — **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.* — **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!* — **Director of Customer Experience, Transamerica**

*I loved the fact you could set up half hour sessions with ICMI experts to discuss relative issues.* — **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.* — **Familia Contact Center Manager, Bank of Guam**



## Who I Will Connect With at Contact Center Connections

---

### Job Titles of Currently Registered Attendees

- Manager
- Vice President
- Support Services Manager
- WFM Scheduler
- Managing Director
- Associate Director
- Assistant Manager Customer Service
- Workforce Manager
- Senior Manager, CRM & Tech Services
- Account Care Manager
- Member Services Manager
- Membership Director
- Customer Benefits Assistant Director
- HR Director
- Director of Customer Relations
- IT Applications Analyst
- Customer Experience Manager
- Director of Support Services
- Assistant Vice President of Claims
- Claim Manager
- AVP Contact Centers
- District Manager
- Operations Manager
- Supervisor
- Business Operations Manager
- CFO
- Senior Director
- Vice President, Customer Service
- Senior VP, Support Services
- Sr. Workforce Management Analyst
- Supervisor of Operations
- VP Member Care Center
- VP Member Care Center
- Patient Services Director
- Manager, Training & Development
- Director, Planning and Analysis

---

### Just a Few Companies That Attended in 2018 or Are Currently Registered

**Industries represented include:** Financial, Insurance, Communication, Education, Utilities, Transportation, Government, Retail, Hospitality, and many others.

- AARP
- AIG
- Amazon
- American Family Insurance
- Ameriprise Auto & Home
- Anheuser-Busch inBev
- Bank of America
- Benjamin Moore
- Chick-fil-A
- Choice Hotels
- Clark Public Utilities
- Cox Communications
- Dow Jones
- Duke University Health System
- Federal Reserve Bank of Dallas
- First American Home Warranty
- Google Fiber
- Hillsdale College
- Hulu
- Kroger Technology
- Liberty Mutual Insurance
- Marriot Int'l
- MindBody
- Moen
- Northwestern Mutual
- One Nevada Credit Union
- Pier One Imports
- Princess Cruises
- Saia LTL Freight
- Sign Zone
- Southern California Gas Company
- St. Jude
- Sub Zero / Wolf
- True Value
- The Home Depot
- Uline
- University of Maryland
- UPS

## EXPENSES WORKSHEET

Please fill out this expenses worksheet to estimate the cost of attending ICMI Contact Center Connections 2019.

*Note that the conference negotiated room rate for the Hyatt Regency is \$249/night (space is not guaranteed – book early!)*

ICMI Contact Center Connections Registration Pass Options*	<b>Select the pass that fits your needs:</b>			
	<b>Access To:</b>	<b>3-Day ICMI Training Pass</b> (Oct. 28-30)	<b>3-Day Pass</b> (Oct. 28-30)	<b>2-Day Pass</b> (Oct. 29-30)
	Full-day ICMI Training (choice of 3 topics)	✓		
	Local Contact Center Tours (Oct 28)		✓	
	Hands-on Workshops (Oct 28)		✓	
	Main Sessions (Oct 29-30)	✓	✓	✓
	Conference Materials (access prior to show)	✓	✓	✓
	Keynote Presentations	✓	✓	✓
	Expo Hall Access (Oct 28-30)	✓	✓	✓
	Breakfasts, Lunches, Coffee Breaks	✓	✓	✓
	Solution Spotlight Sessions	✓	✓	✓
	Networking Activities	✓	✓	✓
	<b>REGULAR RATE</b>	\$2799	\$2299	\$1999
	<b>EARLY BIRD PRICING</b> (Ends September 13)	\$2499	\$1999	\$1699
	<b>SUPER EARLY BIRD</b> (Ends July 19)	<b>\$2399</b>	<b>\$1899</b>	<b>\$1599</b>
*Check <a href="#">website</a> for current pricing. The earlier you register the more you save.				
Conf. Pass	\$			
Hotel ( <a href="#">link</a> )	\$			
Flight + Luggage	\$			
Parking + Tolls	\$			
Mileage / Fuel	\$			
Taxi	\$			
F&B	\$			
Other/Misc	\$			
<b>Total</b>	\$			