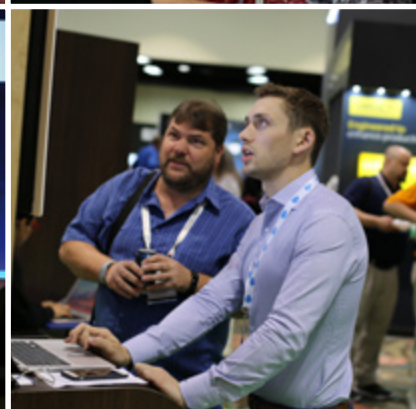
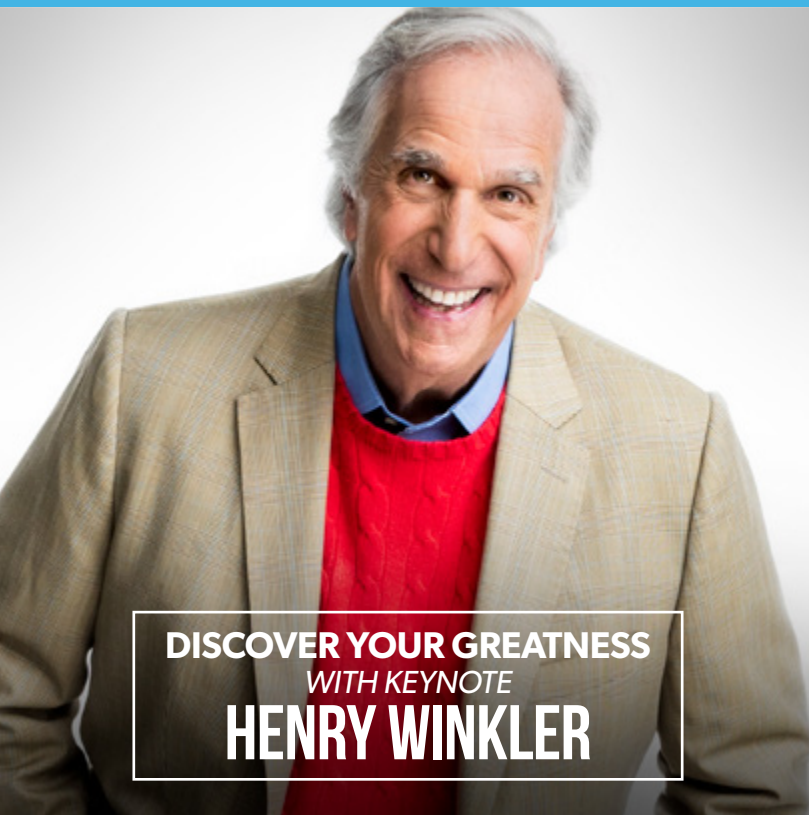


icmiTM CONTACT CENTER EXPO

May 13 – 16, 2019 | Fort Lauderdale, FL | *The Diplomat Beach Resort*



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Off Current Pricing.
See details on page 23.

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ICMI.com/CCEXpo

NAVIGATE THE TIDES OF TRANSFORMATION

In today's contact center industry, the swell of innovation seems to get bigger every day. New best practices, trends, and technologies always on the horizon—all crucial to making the contact center a major player in an organization's profitability. **The 2019 ICMI Contact Center Expo** is the place you and your business can develop and capitalize on that profitability and remain relevant in our evolving industry.

The tide of transformation is rising in the modern contact center. Don't get swept underneath... ride it to success at ICMI Contact Center Expo.



Network
1,500+
Contact Center
Pros



Learn
80+
Workshops
& Sessions



Innovate
100+
Solution
Providers

“

If you work in or manage a contact center you should be here. The amount of information, vendors, support and appreciation for the work we do is truly motivating and genuine. It was industry leaders with their finger on the pulse sharing experiences and best practices. **This was by far the best conference I've attended in my entire professional career.** From content to delivery to location everything was on point and done with intention.”

- Ashley N., *Service Center Manager, Johnstone Supply*

6 TARGETED LEARNING TRACKS

Learn from experts, learn from each other. Take a deep dive into the learning track of your choice, each one designed to help address top-of-mind issues and accelerate your contact center's goals for success.



ACHIEVE METRICS NIRVANA

Learn the latest approaches to analytics, customer effort measurement, ROI, big data, and communicating results.



BOOST YOUR CULTURE

Gain inspiring ideas to tackle the tough issues of hiring, mentoring, coaching, and motivating.



DRIVE CUSTOMER EXPERIENCE

Get the inside scoop on customer experience, surveys, loyalty, journey mapping, and customer satisfaction.



ELEVATE YOUR LEADERSHIP

Discover best practices from industry frontrunners to help lead your team to success.



EXECUTIVE PERSPECTIVES

Gain unique and insightful perspectives from executives who share their experiences and challenges with culture, multiple centers, ROI and operational efficiency. Recommended for Senior Directors and above.



MAXIMIZE PRODUCTIVITY


Learn critical insights and techniques into knowledge management, QA, workforce management, forecasting, and operational efficiency.



NEW FOR 2019!

4-Day PRO Pass

Those who learn, lead. Receive specialized training and your ICMI Strategy & Leadership certificate with your Pro Pass.

In addition to having full access to the conference program, you will **attend 2 ICMI led workshops and 2 ICMI led 1 hour sessions** during the conference to receive your certificate. Look for the  for qualifying sessions.

[ICMI.com/ExpoProPass](https://icmi.com/ExpoProPass)

CASE STUDIES

21 Inspiring presentations of results and stories, delivered by world-class leaders eager to share industry best practices and lessons learned to overcome your biggest challenges and reach your organization's goals.



102: Create a Culture of Self-Care in Your Contact Center



103: Transform Your Contact Center into an Insight Center



201: Leveraging Metrics to Drive Quality and Efficiency



informa

202: A Personal Approach to Employee Engagement



203: Don't Be a Passenger -Drive the Customer Experience Agenda



204: Change Is Good: Establishing a Culture of Change Resiliency



304: : Lead Like A Rock Star!



306: The Hitchhiker's Guide to Building Successful Workforce Management Process and Structure



401: Ho hum No More: Re-imagining Customer Surveys to Drive Results



403: From Clouds to Sun: Driving a New CX at the Weather Company



501: Serving Up Metrics to Suit Every Palate



502: Establish Trust Across the Organization by Increasing Transparency



503: Customer Experience Leadership: How Moo, UL, Navy Credit and IBM Are Leading with CX!



505: Integrating Quality and Customer Insights to Maximize Strategic Value



506: Secrets from an Award - Winning Small Contact Center



602: Building Culture with Work at Home Agents



603: Performance Dashboards: A Common Sense Approach



605: Better CX Through Effective Escalation Management at E*TRADE Financial



606: Faster Than the Speed of Math! High-growth Capacity Planning at Hulu



702: How to Create an Agent Recruiting Machine



706: 10 Knowledge Management Best Practices That Lead to Success



WHO SHOULD ATTEND?

- ✓ **Senior Level VPs** accountable for strategic planning and alignment
- ✓ **Directors** responsible for tactical plans and operational efficiency
- ✓ **New and Experienced Managers** leading their departments to meet specific responsibilities
- ✓ **Team Leaders and Supervisors** in charge of day-to-day operations, coaching and monitoring
- ✓ **Analysts** who require a fundamental understanding of industry principles
- ✓ **Customer Support Professionals** who need to acquire new skills for their everyday jobs and to advance their careers

A FEW OF THE COMPANIES THAT ATTENDED LAST YEAR

You'll meet contact center pros from all industries: education, finance, insurance, retail, government, utilities, and more.

Academy Sports + Outdoors*
Alarm.com*
American Family Insurance*
American Public University System*
Avery Office Products
Berkeley College/BES Inc.
Booking.com
Bryn Mawr College

Carnival*
Charles Schwab
Christian Book Distributors*
E*Trade Financial*
Embrace Pet Insurance*
Equifax*
FedEx*
Jenny Craig

JetBlue
Lego*
Lowes*
Mutual of Omaha*
New Balance*
TD Ameritrade*
University of Mississippi
WebMD

*Sent a team of 3 or more

WITH TITLES OF...

Assoc. Director, Operations/Housing
Senior Operations Manager
Senior Director, Guest Services
Sale and Service Care Center Director
Senior Manager, Student Support Center
Director, Training and Development

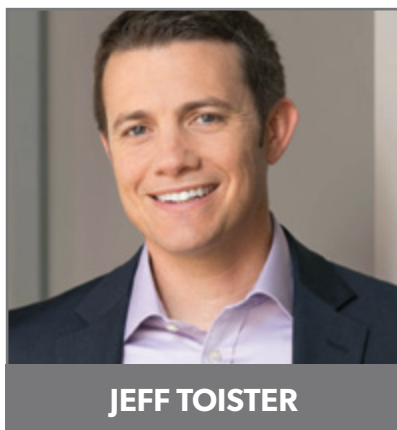
Manager, CX Team
WFM Analyst
AVP, Customer Service
Director of Operations
Senior Vice President
WFO Manager

VP of Customer Care
Site Director
Sr. Manager of Customer Solutions
Supervisor, Customer Care
Training Manager
Senior Information Specialist



HEADLINERS

Feel the power of their message. Watch your team be inspired professionally and personally. Transform your own thinking during these keynotes on overcoming obstacles, delivering outstanding customer service and developing unstoppable corporate culture.



Monday, May 13 | 4:45PM

HIDDEN OBSTACLES TO OUTSTANDING CUSTOMER SERVICE

JEFF TOISTER, Author, *"Getting Service Right"*

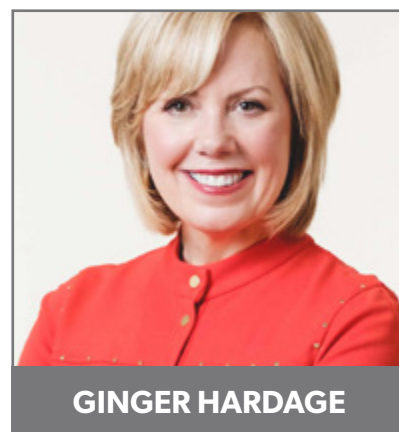
Research reveals that our contact center agents face hidden, unusual, or even counterintuitive obstacles that make it difficult to serve customers at the highest level. This highly engaging presentation shares several common examples that may surprise you! You will learn through a blend of fun experiential activities, real-life examples, and cutting-edge research. Best of all, you can immediately apply these concepts to improve your conference experience!

Tuesday, May 14 | 8:15AM

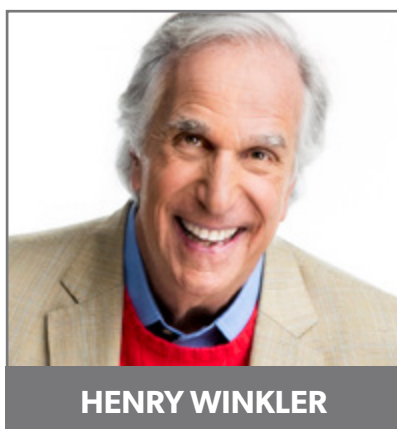
UNSTOPPABLE CULTURES: CREATING AND SUSTAINING ORGANIZATIONS OF ENDURING EXCELLENCE

GINGER HARDAGE, Southwest Airlines, former SVP of Culture & Communications

Every company has a culture. For some, it's a culture of innovation - new, never been done before ideas. For others, it's fun (birthday cakes and costumes are often involved). For some, it's toxicity and gossip. There are cultures that celebrate loyalty, hard work, or profit above all else. There are cultures that are both intentional and accidental. There are cultures that draw people in and ones that drive people away. There are cultures that detract from the mission of the organization, cultures that must be overcome or compensated for, cultures that derail or dead end. Surely, you can resonate with at least one of those descriptions.



GINGER HARDAGE

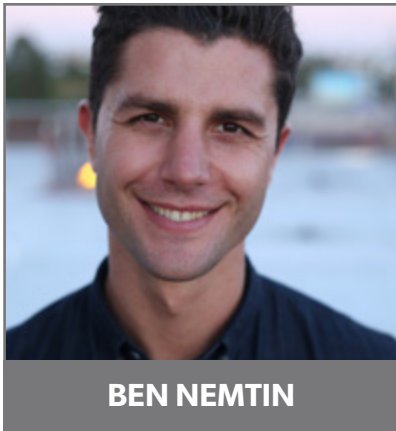


Wednesday, May 15 | 8:15AM

DISCOVER YOUR GREATNESS - OVERCOMING LIFE'S OBSTACLES

HENRY WINKLER, Hollywood Actor, Producer and Author

Join Henry Winkler - actor, director, producer, New York Times best-selling author and philanthropist as he takes you through his life's journey from the beloved "The Fonz" to his 2018 Emmy Award winning role in HBO's 'Barry'. Henry will share his passion for writing children's books which were inspired by his struggle throughout his education due to undiagnosed dyslexia. You'll learn his story of how he overcame life's obstacles that will touch you and inspire you to your own greatness.



BEN NEMTIN

Wednesday, May 15 | 5:15PM

THE FUTURE OF CORPORATE CULTURE: WHY YOUR EMPLOYEES' DREAMS MATTER

BEN NEMTIN, #1 New York Times bestselling author and star of MTV's 'The Buried Life'

The future of corporate culture is being shaped outside of the office. Ben knows firsthand that pursuing your passions brings you purpose, fulfillment and happiness. The simple truth: you won't get your employees to devote themselves fully to your organization if you aren't helping them achieve their dreams. Encouraging employee dream realization creates a healthy work-life balance which is the key factor in determining employee happiness.

Ben's program educates audiences about the importance of a bucket list, creates a safe space for sharing dreams and inspires audiences to act on it by building tiers of accountability. The tools he leaves behind allow employees to turn their enthusiasm into action, with the help and encouragement of their employer. Employee dream realization increases retention, aides recruitment and aligns work-life balance which leads to happiness.

YOUR BACKSTAGE PASS INSIDE LOCAL CONTACT CENTERS

Our 2019 tour hosts have agreed to open their doors and show you how their department operations, processes, technologies, and personnel all come together to provide dependable, stellar service.



Tours are offered on Monday, May 13 and Thursday, May 16 and are included with the 3-, 4-, and 4-day PRO pass. Space is limited.

For the latest updates, visit
ICMI.com/CCExpoTours



ICMI[™] CONTACT CENTER EXPO EVENT SCHEDULE

SUNDAY, MAY 12

4:00PM-7:00PM **Registration/Check-in**

4:00PM-7:00PM **Say "Hello!" Reception**

MONDAY, MAY 13

Exhibit Hall Hours 5:15PM - 7:00PM

6:30AM-7:00PM **Registration/Check-in**

6:30AM-8:30AM **Breakfast**

8:30AM-12:00PM	SITE TOURS TOUR AM1: Carnival Cruise Lines TOUR AM2: Hard Rock Stadium Check ICMI.com/ExpoTours for the latest updates.	WORKSHOP Pre-1: Scoreless QA: How to Focus on Behaviors and Forget About The Numbers	WORKSHOP Pre-2: High Performance Management: Getting the Most Out of Contact Center Agents	WORKSHOP Pre-3: The Principles of Effective Contact Center Management 	WORKSHOP Pre-4: Journey Mapping and More: A Holistic Approach to Voice of Customer	WORKSHOP Pre-5: People Personalities & the Plague –Uniting the Sandbox	WORKSHOP Pre-6: Contact Center Technology 101: What Every Professional Needs to Know	WORKSHOP (FULL DAY) Pre-13: ICMI Small Contact Center Workshop 
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12:00PM-1:00PM **Lunch**

1:00PM-4:30PM	SITE TOURS TOUR PM1: Carnival Cruise Lines TOUR PM2: Hard Rock Stadium Check ICMI.com/ExpoTours for the latest updates..	WORKSHOP Pre-7: Putting the Effortless Experience into Action	WORKSHOP Pre-8: Contact Center Strategy 	WORKSHOP Pre-9: Technology Stations Workshop: It's time for action!	WORKSHOP Pre-10: The Power of Holistic Mentoring	WORKSHOP Pre-12: Fine-tune your Hiring, Training and Onboarding Processes	
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4:45PM-5:15PM **Welcome Keynote:** Jeff Toister

5:15PM-7:15PM **Expo Hall Bash**

TUESDAY, MAY 14 (MAIN CONFERENCE)

Exhibit Hall Hours 10:00AM – 2:00PM

7:00AM-6:30PM **Registration/Check-in**

7:00AM-8:15AM **Industry Roundtables Breakfast**


8:15AM-10:00AM **Keynote Address:** Brad Cleveland, **Featured Keynote:** Ginger Hardage

10:00AM-2:00PM **Visit the Expo Hall**

12:00PM-2:00PM **EXPOQuest Lunch in the Expo Hall**

LEARNING TRACKS

	Achieve Metrics Nirvana	Boost Your Culture	Drive Customer Experience	Elevate Your Leadership	Executive Perspectives	Maximize Productivity
Session Block 1 11:30AM-12:30PM	Session 101 Moving Metrics Into Action	Session 102 Create a Culture of Self-Care in Your Contact Center	Session 103 Transform Your Contact Center into an Insight Center	Session 104 End Harassment by Creating a Respectful Culture	Session 105 Characteristics of the Best Managed Contact Centers 	Session 106 It's an Omnichannel World - The Rise of Blended Agents!
Session Block 2 2:00PM-3:00PM	Session 201 Leveraging Metrics to Drive Quality and Efficiency	Session 202 A Personal Approach to Employee Engagement	Session 203 Don't Be a Passenger - Drive the Customer Experience Agenda	Session 204 Change Is Good: Establishing A Culture of Change Resiliency	Session 205 The Journey to a Customer-Focused Culture	Session 206 Developing a Roadmap for Operational Improvement 
Session Block 3 3:15PM-4:15PM	Session 301 Which Metrics Are Right for Your Business? 	Session 302 Boost Your Culture by Putting Employee Engagement Metrics to Work	Session 303 Judge Judy CX Edition: The Case Against NPS	Session 304 Lead like a Rock Star!	Session 305 The Power of Stay Interviews for Retention & Engagement	Session 306 The Hitchhiker's Guide to Building Successful Workforce Management Process and Structure
Session Block 4 4:30PM-5:30PM	Session 401 Ho hum No More: Re-imagining Customer Surveys to Drive Results	Session 402 From Dysfunctional to Cohesive: 5 Behaviors of Successful Teams	Session 403 From Clouds to Sun: Driving a New CX at The Weather Company	Session 404 If It Weren't for These Freaking People: The Pool of Relationships 	Session 405 Empowering Agents Through Automation	Session 406 Work at Home: Linking Best Talent to ESAT and CSAT
6:00PM-8:30PM	ICMI Global Contact Center Awards Party - White HOT Party!					

 denotes sessions eligible for ICMI Pro certificate, see page 3 for details.

ICMI[™] CONTACT CENTER EXPO EVENT SCHEDULE

WEDNESDAY, MAY 15 (MAIN CONFERENCE)




Exhibit Hall Hours 10:00AM – 1:30PM


7:00AM-4:00PM	Registration/Check-in
7:30AM-8:15AM	Topic-Based Networking w/ Breakfast Snacks
8:15AM-10:00AM	Keynote Address: Fancy Mills, Featured Keynote: Henry Winkler
10:00AM-12:30PM	EXPOQuest Brunch in the Expo Hall
10:00AM-1:30PM	Visit the Expo Hall
1:00PM-1:15PM	Passport to Prizes Drawing (Solutions Spotlight Theater in Expo Hall)

LEARNING TRACKS

	Achieve Metrics Nirvana	Boost Your Culture	Drive Customer Experience	Elevate Your Leadership	Executive Perspectives	Maximize Productivity
Session Block 5 1:30PM-2:30PM	Session 501 Serving Up Metrics to Suit Every Palate	Session 502 Establish Trust Across the Organization by Increasing Transparency	Session 503 Customer Experience Leadership - How Moo, UL, Navy Credit and IBM Are Leading with CX!	Session 504 The Pizza Party Problem - Why Incentives and Rewards Fail	Session 505 Integrating Quality and Customer Insights to Maximize Strategic Value	Session 506 Secrets from an Award-Winning Small Contact Center
Session Block 6 2:45PM-3:45PM	Session 601 Using VOC to Drive First Contact Resolution	Session 602 Building Culture with Work at Home Agents	Session 603 Performance Dashboards: A Common Sense Approach	Session 604 Developing an Effective Customer Access Strategy 	Session 605 Better CX Through Effective Escalation Management at E*TRADE Financial	Session 606 Faster Than the Speed of Math! High-growth Capacity Planning at Hulu
Session Block 7 4:00PM-5:00PM	Session 701 How to Measure the Effectiveness of Agent Training	Session 702 How to Create an Agent Recruiting Machine	Session 703 Five Things You Should Stop Writing to Your Customers Right Now	Session 704 Team Empowerment: How to Reduce Conflict and Deliver an Effortless Customer Experience 	Session 705 The Profit-Center Mentality – Managing Contact Centers as a Business!	Session 706 10 Knowledge Management Best Practices That Lead to Success
5:15PM-6:15PM	Closing Keynote: Ben Nemkin					

THURSDAY, MAY 16

7:30AM-1:30PM	Information Desk			
7:30AM-8:30AM	Breakfast			
8:30AM-5:00PM	Post-1 ICMI Master Minds 	Post-2 ICMI Power of Metrics & Data 	Post-3 ICMI Coaching 	Post-4 Full Day Tour
12:00PM-1:00PM	Lunch			

 denotes sessions eligible for ICMI Pro certificate, see page 3 for details.



PRE CONFERENCE WORKSHOPS

MONDAY, MAY 13
8:30AM-12:00PM

Pre-1: Scoreless QA: How to Focus on Behaviors and Forget About the Numbers

Justin Robbins, Senior Manager, Content Marketing, Talkdesk



Have you ever felt like your agents were more focused on achieving a score than improving their performance? Or, perhaps you discovered that they could do everything right on the form but still provide poor customer service. The truth is that when quality assurance programs focus on achieving a specific score, everyone loses. In this hands-on workshop, Justin Robbins equips contact center leaders with a Scoreless QA framework for focusing on behaviors and forgetting about the numbers. Your customers – and your employees – will thank you for it!

Pre-2: High Performance Management: Getting the Most Out of Contact Center Agents

Jeff Toister, Author, "Getting Service Right"



Why will people follow a leader? Out of all of the attributes of the best leaders one stands out: They are highly trusted. Learning how to be a great leader is a journey and trust development is an important and vital part of that journey. If you want to make a positive impact with people and within an organization you must have the trust of the people who follow you. It is a mistake to assume that trust will come with a position or a title as sometimes it is just the opposite-people mistrust authority or people in power. But there are behaviors and actions that can be done to build trust and fortunately they can be learned. In this workshop, you will learn how consciously and deliberately we are changing the way people perceive trust; feel about trust and how they generate trust through behaviors and actions.

Pre-3: The Principles of Effective Contact Center Management

Brad Cleveland, Senior Advisor and Founding Partner, ICMI



In this step-by-step session, Brad Cleveland, author of the Amazon.com bestseller Call Center Management on Fast Forward, walks you through the foundational principles that will serve you well throughout your career. Whether you're a new manager looking for a roadmap or a veteran in search of a dependable refresher, this workshop provides the essential knowledge and confidence you need to succeed in today's fast-changing environment.

Pre-4: Journey Mapping and More: A Holistic Approach to Voice of Customer

Nate Brown, Director Customer Experience, UL

Sary Brunner, VP Customer Success, Zendesk

Roshni Sondhi, Senior Director Customer Success, Zendesk



Is your Voice of Customer engine pumping on all cylinders? Join Nate, Roshni and Sary as they show you how to take your process for managing customer feedback to the next level. You will learn a foundation of best practices of VoC while also exploring new and innovative techniques. Key topics will include breaking "survey mentality" by tapping into both structured and unstructured data, representing these insights in a meaningful journey mapping process, telling your customer's story in a compelling way, and developing dashboards for both customer voice and employee voice. Applying these techniques to absorb the full power of customer feedback is sure to breathe new life into your business and drive future innovation!



Pre-5: People Personalities & the Plague – Uniting the Sandbox

Gregg Gregory, Speaker, Author, CEO, Teams Rock



What is the common thread that links the Bubonic plague, an 8.0 magnitude earthquake, and teamwork? They can all have a potentially devastating impact on a large number of people in a very short period of time! This energetic and interactive workshop will provide leaders with the tools to understand and leverage their natural style, improve communication, gain trust and respect, increase morale and develop employees. Find out how to foster productive working relationships within a culture of teamwork to successfully triumph and meet the mission goals.

Pre-6: Contact Center Technology 101: What Every Professional Needs to Know

Lori Bocklund, President, Strategic Contact



If technologies such as omnichannel routing and reporting, knowledge management, integrated desktop and analytics sound enticing but intimidating, this workshop is for you! Operations and technology leaders alike will find out how today's solutions can address pain points and deliver differentiated service and sales. You'll learn the essentials as well as the enhancers across a wide variety of technologies, and decide what's right for your center. Join us for practical information that will arm you for a discussion with your contact center, IT counterparts and vendors as you prepare to pursue technology projects that can transform your customer experience.

PRE CONFERENCE WORKSHOPS

MONDAY, MAY 13
1:00PM-4:30PM

Pre-7: Putting the Effortless Experience into Action

Matthew Dixon, Chief Product & Research Officer, Tethr

Lauren Pragoff, Director of Effortless Experience Solutions, Challenger



You may be familiar with the principles from The Effortless Experience and the idea behind the Customer Effort Score, but do you know how to put the ideas into action? Join us for a thought-provoking, engaging and interactive workshop designed to help you gain a deeper understanding of the core tenets of effort reduction, and how to apply those ideas to your own service organizations. Get ready to roll up your sleeves and get to work! The payoff will be a list of concrete, immediately actionable ideas that can be implemented immediately to improve customer loyalty *and* the bottom line in your organization.



Pre-8: Contact Center Strategy

Todd Gladden, Business Associate, ICMI



This all new workshop from ICMI will provide the tools and direction necessary to develop, implement and manage a contact center strategy and leadership process. As part of the ICMI Pro series, you will apply the lessons of the world's best customer contact centers to transform your service and sales delivery systems to conquer new competitive challenges. You'll get the information, tools and direction necessary to develop, implement and manage a contact center strategy and leadership process. Attendees will leave with tools, techniques and strategies you can implement immediately and references to consider for many years to come.

Pre-9: Technology Stations Workshop: It's Time for Action!

Lori Bocklund, President, Strategic Contact



Tired of underutilizing your technology, or not getting your wish list items funded? Not sure how to go "omnichannel" or whether you should move to the cloud? Is your leadership starting to talk about hot topics like Artificial Intelligence that sound both exciting *and* scary? We can help! If you believe the best way to learn is doing, this workshop is for you! You'll pick three topics from five stations with facilitated discussions and exercises. Learn from your peers and experienced consultants in an action-packed afternoon!

Pre-10: The Power of Holistic Mentoring

Dianne Durkin, President & CEO, Loyalty Factor



Effective mentoring is an effective method for increasing productivity and growth potential, and recent studies have found that 85% of employees want a more holistic approach to mentoring, where all aspects of their life are considered. This interactive session will provide tools to help individuals look at their future aspirations, values, goals, and objectives to achieve unparalleled success. Equipped with these resources, mentors can help coach employees to develop career goals that will meet their overall objectives for a balanced life. By practicing holistic mentorship you'll offer your employees an opportunity to grow and develop in a dynamic, constructive way.

Pre-12: Fine-Tune Your Hiring, Training and Onboarding Processes

Amber Krueger, Operations Manager, VP, US Bancorp Fund Services



To run a successful contact center, the hiring, training and onboarding processes must be well-developed – and executed flawlessly – so the right people are hired and prepared to provide the best customer service experience possible. Easier said than done! But US Bancorp Fund Services' approach has led to a nearly 90% success rate with new hires. This enlightening workshop will describe how their hiring, training and onboarding processes have evolved over the last eight years (including those missteps that we all can learn from). You'll leave the session with a realistic assessment of your current processes, and ideas for improvements that will set your team up for success.

Pre-13: ICMI Small Contact Center Workshop - Full Day

Rose Polchin, Senior Consultant, ICMI



Do more with less!" A common edict, but the performance impact can be much greater in small centers. The good news is having limited resources does not have to mean limited results. Managers of small centers can and must become masters of strategic planning, relationship building, agent education and motivation, forecasting and scheduling, and technology optimization. This targeted workshop, specifically for contact centers with 2 to 50 agents, provides the tools, strategies and tips you need to achieve big results. Come prepared to share with your peers who manage other small centers and capture a ton of ideas you can apply right away!

MAIN SESSIONS - BLOCK 1

TUESDAY, MAY 14
11:30AM-12:30PM

Track: Achieve Metrics Nirvana

101: Moving Metrics into Action

Todd Hixson, Capacity Manager, Hulu

Tim Montgomery, Principle Consultant, Alamo City STAT



Under constant pressure to maximize efficiency without sacrificing customer satisfaction, front-line managers are often caught struggling to balance conflicting objectives and priorities.



When everyone isn't aligned, it quickly finds its way to the front line – and ultimately the customer. In this session you'll learn practical ways to use the resources you already have more effectively, and move your organization closer to getting everyone on the same "productivity page". Discover strategies for using metrics to motivate positive behavior changes, and tactics to avoid. Join Tim and Todd as they share their experiences working with some of the world's most celebrated service organizations.

Track: Boost Your Culture

102: Create a Culture of Self-Care in Your Contact Center

Jenny Dempsey, Social Media and Customer Experience



Providing the best care to others requires first taking the best care of ourselves. Contact center leaders need to recognize that self-care isn't selfish and can inspire similar action in their team, creating a culture where it becomes a tool for disease prevention, personal empowerment, and lifelong resilience. In this interactive session, you'll learn how self-care starts with you and participate in an activity to help you tune into areas that may need a self-care tune up. You'll leave with an inspiring action step to take with back to the office and implement into your life.



Track: Drive Customer Experience

103: Transform Your Contact Center into an Insight Center

Matthew Dixon, Chief Product & Research Officer, Tethr

Shannon Behrend, Director of Customer Experience Strategy, esurance



How would your company's leadership and business partners describe the value the contact center delivers to the organization? Is it seen as a "necessary evil", managed aggressively from a cost standpoint and an afterthought when it comes to organizational strategy and investment, or is it an "insight center," delivering critical data and perspective on customers, markets, risks and opportunities? Come learn how esurance used the latest AI technology and a transformational leadership approach to dramatically change the perception of the value that customer service can (and should) deliver to the enterprise.



Track: Elevate Your Leadership

104: End Harassment by Creating a Respectful Culture

Catherine Mattice Zundel, Speaker, Author, Consultant, Civility Partners



Let's stop pretending that the harassment prevention training we do for compliance purposes is actually preventing harassment. If we do that, then we have to ask ourselves what will prevent harassment – and the answer is a culture of respect. This requires leaders to step in when incivility occurs, and coach bad behavior in addition to poor performance. It also means having empathy for each other, and teaching people how to stand up for themselves and others. This timely session will describe clear and tangible steps to build a contact center culture that is respectful and intolerant of harassment.

Track: Executive Perspectives

105: Characteristics of the Best Managed Contact Centers

Brad Cleveland, Senior Advisor and Founding Partner, ICMI



In some service organizations, you can feel the energy when you walk through the door. It takes many forms: a strong sense of purpose, camaraderie, and the willingness to make the extra effort. While many factors go into creating this sort of environment, Brad Cleveland has observed overarching and interrelated characteristics that emerge in contact centers that consistently outperform others. Join him for this eye-opening session, where he'll share exclusive insight from his newly released edition of Contact Center Management on Fast Forward.



Track: Maximize Productivity

106: It's an Omnichannel World - The Rise of Blended Agents!

Jeff Rumburg, Managing Partner, MetricNet, LLC



An increasing number of contact centers are developing "Blended Agents" with expanded skill sets that include the ability to resolve complex issues in an omnichannel environment, a deep understanding of performance metrics, and a knack for generating positive ROI. Those who have successfully undertaken this transformation report lower overall costs, quicker resolution times, and much higher customer satisfaction levels. Using real-world examples, Jeff Will reveal how blended agents spread a culture of fanatical customer service that has direct business benefits. Learn the success factors for omnichannel customer care and how to find, train and develop successful blended agents in an omnichannel world.

MAIN SESSIONS - BLOCK 2

TUESDAY, MAY 14
2:00PM-3:00PM

Track: Achieve Metrics Nirvana

201: Leveraging Metrics to Drive Quality and Efficiency



Amber Krueger, Operations Manager, VP, US Bancorp Fund Services

Nick Stenberg, Workforce Optimization and Customer Experience Manager/AVP, US Bancorp Fund Services, LLC



Identifying the right KPIs to measure is a universal contact center challenge. US Bancorp Fund Services has worked diligently over the years to fine-tune their KPIs to drive the desired outcomes – without unintended consequences. Come hear how they arrived at their “quality over quantity” approach to metrics, and how by holding both their agents and support staff accountable



(including Customer Experience and Workforce Optimization teams) they have achieved significant gains, particularly in the areas of quality and efficiency. You’ll leave with ideas on how to build upon your existing metrics to spur improvements in quality and efficiency.

Track: Boost Your Culture

202: A Personal Approach to Employee Engagement



Sean Hawkins, Group Manager, Customer Success, UBM



With unemployment at record lows, employee engagement has never been more important. And yet most engagement programs are doomed to fail, driven by KPIs and executives who have no relationship with employees. Engagement is personal! It’s a grass roots effort that requires a commitment to spending meaningful time with your staff on a daily basis. Learn how this approach – which costs no money, requires no executive buy-in, and is not a “program” – can make employee engagement easy! Sean will share practical, common sense tips that will challenge you as a leader, and can be implemented immediately.

Track: Drive Customer Experience

203: Don’t Be a Passenger - Drive the Customer Experience Agenda



Dan Moross, Director of Customer Experience, MOO



We all know that customer experience can be a key differentiator, but energizing the organization to see the strategic value – and invest in it – can be tough. How can you gain enough of a voice to not only inform, but actually drive the customer experience agenda? This session will provide a set of tactics to help gain buy-in from the top down. Discover ways to highlight why you are best placed to create a customer-centric culture, turn up the volume on voice of customer and champion improvements at every touch point in the customer experience.

Track: Elevate Your Leadership

204: Change Is Good: Establishing A Culture of Change Resiliency



Erica Mancuso, Director, Customer Success, Straightaway Health Careers, part of Bertelsmann, Inc.



To keep up with the competitive landscape facing most businesses today, change is imperative – and having a team that is resilient to change is critical to your success. Unfortunately, employee tolerance to change is often low, and many managers are not skilled in leading change among their teams. This enlightening session will uncover why employees tend to resist change, how to identify change tolerance types among your employees, and how each type can be leveraged to help establish a culture of change resiliency. You’ll gain invaluable insights on best practices for driving change and establishing a healthy appetite for change across your team.

Track: Executive Perspectives

205: The Journey to a Customer-Focused Culture

Jeff Toister, Author, *Getting Service Right*



Imagine you could develop a customer-focused culture so powerful that your agents always seem to do the right thing. They encourage each other, proactively solve problems, and constantly look for ways to go the extra mile. This entertaining and informative presentation shares three essential elements that leading contact centers use to develop customer-focused cultures where agents are absolutely obsessed with customer service. It incorporates a blend of experiential activities, examples from top companies, and cutting-edge research to help you generate a culture-building strategy for your own contact center.

Track: Maximize Productivity

206: Developing a Roadmap for Operational Improvement



Wendy Fowler, Business Associate, ICMI



We all want to boost results and drive efficiency, but how do you identify and prioritize the areas of highest opportunity and potential impact within your center? During this interactive hour, you’ll gain insights on how to do a comprehensive assessment of your current operations, including organizational alignment, quality assurance, performance management/coaching, workforce management, knowledge management and more. Based on principles used in ICMI consulting, this session will arm you with tools and practical next steps to identify and tackle the challenges that will have the greatest impact on your contact center’s success.

MAIN SESSIONS - BLOCK 3

TUESDAY, MAY 14
3:15PM-4:15PM

Track: Achieve Metrics Nirvana

301: Which Metrics Are Right for Your Business?

Todd Gladden, Business Associate, ICMI



Are you getting the most out of your metrics? Are you sure that the metrics you use are valid and measure what you think that they do? In this session, based on ICMI's popular More Than Metrics course, we will look at the qualities your metrics should have to work effectively for you. We'll explore fundamental issues such as whether your metrics reflect your strategy, how various metrics drive behavior, and how your metrics work for and against each other. Come gain the expert insights that will help you re-evaluate and refine your metrics for maximum impact.

Track: Boost Your Culture

302: Boost Your Culture by Putting Employee Engagement Metrics to Work

Christopher Mulligan, CEO, TalentKeepers



Improving employee engagement and retention has a direct impact on key operational performance metrics. Come discover new approaches to measuring engagement, and innovative strategies for creating a culture where high performance, teamwork, and empowering leaders energize the people around them. Explore techniques to track engagement metrics and align them to your organization's goals. Learn how to use employee engagement survey data to create meaningful metrics and measurements. And hear real world case studies from industry leaders who have successfully used metrics to build commitment and create an engaged culture.

Track: Drive Customer Experience

303: Judge Judy CX Edition: The Case Against NPS

Judge Judy: **Justin Robbins**, Senior Manager, Content Marketing, Talkdesk
Prosecutor: **Nate Brown**, Director Customer Experience, UL
Defense: **Matthew Dixon**, Chief Product & Research Officer, Tethr



NPS, or Net Promoter Score, is the most notorious metric in the Customer Experience toolbox. It is almost old enough to have a driver's license, yet NPS is still globally recognized and used by essentially every major brand. Does the metric still have value, or is it time to move on? This "courtroom" session will make the answer abundantly clear. Choose the side of prosecuting attorney against NPS, Matt Dixon, or the NPS defending attorney Nate Brown as we present our case. You are jury, having the ability to vote with your feet throughout the session. Will NPS be considered a criminal offense against Customer Experience? Come and find out.



Track: Elevate Your Leadership

304: Lead Like A Rock Star!

Brian Mullaney, VP, BMI



Rock stars are admired, adored and leave their audiences wanting more. After spending years in the music business and leading teams of all sizes, Brian has found a direct correlation between the elements of some of the biggest names in music and a successful leader. In this session, you will learn how to be a Rock Star leader by applying the characteristics, approach and actions that can make you a hit. No matter what the size of the venue you perform in every day, by applying the right approaches to your role as a leader you can leave your teams wanting an encore every day.

Track: Executive Perspectives

305: The Power of Stay Interviews for Retention & Engagement

Dick Finnegan, Speaker, Author, & CEO, C-Suite Analytics & The Finnegan Institute, C-Suite Analytics



Employee turnover is surging and employee engagement is stuck. Why? Too often we look to HR to "fix" these issues, armed only with employee surveys and exit interview data. But data is not enough. Stay interviews offer retention and engagement solutions that cannot be achieved with employee surveys or exit surveys because stay interviews are conducted one-on-one, put managers in the solution seat, and provide focus on top performers. Come discover how to implement this powerful tool and hear real-world techniques, stay interview successes stories, and methods for forecasting future turnover.

Track: Maximize Productivity

306: The Hitchhiker's Guide to Building Successful Workforce Management Process and Structure

Marshall Lee, Sr. Director Global WFM, Firstsource Solutions



When it comes to workforce management, do you ever feel lost or confused? In this session, your guides from Firstsource Solutions will help you navigate how to build a process manual and specific documentation for your workforce management team, and how to structure your team to effectively move those processes to completion. From capacity planning, staffing, scheduling, exception entry, and anything else you do, learn how to navigate your way to success.

MAIN SESSIONS - BLOCK 4

TUESDAY, MAY 14
4:30PM-5:30PM

Track: Achieve Metrics Nirvana

401: Ho hum No More: Re-imagining Customer Surveys to Drive Results



Andrew Gilliam, ITS Service Desk Consultant, Western Kentucky University



Are you ready to supercharge your customer survey and maximize the value of experience data? In this inspiring session you'll witness how to transform your survey into an active part of your customer experience program, dramatically increasing response rates and turning responses into actionable experience intelligence. Go behind-the-scenes with the architect of the WKU Information Technology Services' revitalized customer insights program, where you'll experience their new survey first-hand, deconstruct the purpose and meaning of each question, analyze actual survey responses, and explore the closed-loop process that promotes loyalty and advocacy. You'll get actionable, real-world insights to bring your surveys to the next level.

Track: Boost Your Culture

402: From Dysfunctional to Cohesive: 5 Behaviors of Successful Teams

Gregg Gregory, Speaker, Author, CEO, Teams Rock



Building a cohesive, successful team requires a clear understanding of the dysfunctions that keep your group from growing into a cohesive team that depends on and supports each other. Is your team as effective as they could be? Do members hold each other accountable? Can you count on them to get the job done? Does morale suffer because team members lack trust or commitment? Are they focused on positive results for all tasks, whether internal or customer focused? This dynamic session will provide the tools you need to take action and focus on team-based results!

Track: Drive Customer Experience

403: From Clouds to Sun: Driving a New CX at The Weather Company



Patrick Russell, Principal, Product Innovation Marketing, Talkdesk



This session will be with a leader from The Weather Company and they will take us through the evolution of their CX how they've managed to move the needle on their CSAT and CES ratings. The primary metrics focused on will circle around various measurements of quality, the levels that have been pushed/pulled to meet their goals, and the associating efforts they went through to get where they are now. The specific speaker name hasn't been confirmed yet so my name is simply there as a placeholder and I will also help moderate with the speaker.

Track: Elevate Your Leadership

404: If It Weren't for These Freaking People: The Pool of Relationships



Deborah Monroe, CEO, Ignite Achievements Int'l



Do you sometimes walk away from interactions with your boss, peers, or direct reports in disbelief that they can think and believe the things they're saying? Does that leave you questioning your own sanity? Are you left in a quandary as to how to approach the next conversation and create the outcome you seek? In this session, attendees will learn how to identify and use their own feelings to overcome conflict and influence outcomes in a simple and scientific way.

Track: Executive Perspectives

405: Empowering Agents Through Automation

Cindy Garrett, Director, West Monroe Partners

John Sprunger, Senior Technical Architect, West Monroe Partners



It's no surprise that the role of a typical contact center agent is not what it used to be. With the introduction of AI including chatbots, RPA, and conversational interfaces, the future of the agent and the contact center is shifting to something we've never seen before. Agents must work alongside bots, solve more complex customer challenges, navigate new technology to be more autonomous, and learn new skills as self-service is in higher demand. Come learn best practices around managing this shift in agent responsibilities, as well as training and engagement tips for this era of emerging technologies.



Track: Maximize Productivity

406: Work at Home: Linking Best Talent to ESAT and CSAT

Michele Rowan, President, Customer Contact Strategies



With unemployment levels at decade lows, smart hiring, alternative benefits, and stellar support are required to attract and retain talent that will propel the customer experience. Work at home programs expand applicant pools by 300-400% and offer innovative staffing solutions that are appealing to many. They also save everybody money by eliminating or reducing transportation costs for employees, and reducing real estate, operating, and labor costs for businesses. This session reveals current best practices, policies, and technology solutions that Fortune 1000's and small businesses alike are utilizing to secure best talent and keep them (happy) via work at home programs.

MAIN SESSIONS - BLOCK 5

WEDNESDAY, MAY 15
1:30PM-2:30PM

Track: Achieve Metrics Nirvana

501: Serving Up Metrics to Suit Every Palate

Dr. Debra Bentson, Senior Workforce Manager, Kaiser Permanente



Contact Centers have pantries of data and metrics available for consumption, and measuring the right things is crucial. Yet just as with food, presentation is equally important – and often not given adequate thought. Determining how to prepare and present data for different audiences is critical to maximizing your desired outcomes. Metrics used for building a budget may be tasty to finance and the C suite. Frontline staff may prefer small plates tailored to show their individual contributions. This revealing session will dish up some common metric ingredients, who to serve them to, formulaic recipes and dashboard options.



Track: Boost Your Culture

502: Establish Trust Across the Organization by Increasing Transparency

Justin Chase, President/CEO, Crisis Response Network

Alex Zavala, Chief Experience Officer, Crisis Response Network



Reducing the disconnect between corporate and contact center culture is challenging, but not impossible. Crisis Response Network underwent a three+ year journey to transform their culture, and found the key to their success in focusing on increased transparency. In this valuable session you'll hear from their Chief Executive Officer and Chief Experience Officer how they did it – and how your organization can too!



Track: Drive Customer Experience

503: Customer Experience Leadership - How Moo, UL, Navy Credit and IBM Are Leading with CX!

Moderator: **Bob Furniss**, VP, Global Service Cloud Practice, Bluewolf (IBM)

Panelists: **Nate Brown**, Director Customer Experience, UL;

Dan Moross, Director of Customer Experience, MOO; **Kristy Powers**, Manager COO Quality Service, Navy Federal Credit Union



Customer Experience is more than a buzzword - it is the foundation of successful organizations. But how does it really work in the contact center? Is it possible for a service leader to drive change into other parts of the organization? In this session we will hear from some of the CX thought-leaders about how they approach this every day. In this facilitated set of Ted-talk-like sessions, hear how Moo, UL, Navy Credit and IBM approach these important topics. In addition to success stories, hear stories of failure and how you can avoid the pitfalls.



Track: Elevate Your Leadership

504: The Pizza Party Problem - Why Incentives and Rewards Fail

Justin Robbins, Senior Manager, Content Marketing, Talkdesk



One of the biggest challenges in the contact center is inspiring frontline employees to deliver exceptional service. Is it because they want to fail in their job? Of course not! But then why do so many incentive programs fail to produce sustainable results? In this session you'll learn the most common mistakes made when offering incentives, gain insight on effective ways to drive performance, and have an opportunity to share and discover reward and recognition best practices from other contact center leaders.

Track: Executive Perspectives

505: Integrating Quality and Customer Insights to Maximize Strategic Value

John Goodman, Vice Chairman, CCMC

John Adamo, Director, Customer Quality, Moen



Moen has maximized their impact on end-to-end customer experience by building alliances and integrating continuous improvement and customer insight initiatives across the enterprise. Hear the challenges and lessons learned on their journey to create a Customer Quality function that pairs the contact center with Quality and Insights Analysis, and expands their purview to include marketing & sales perspectives. This broader approach has allowed for initiatives such as an integrated feedback process and expansion of digital customer support/education, including experimentation with AI and video. Learn the perquisites for success and necessary steps to create an integrated Customer Insights process for your organization.



Track: Maximize Productivity

506: Secrets from an Award-Winning Small Contact Center

Amber Krueger, Operations Manager, VP, US Bancorp Fund Services

Chris Surges, Senior Vice President/Operations Group Manager, US Bancorp Fund Services LLC



When it comes to workforce management, do you ever feel lost or confused? In this session, your guides from Firstsource Solutions will help you navigate how to build a process manual and specific documentation for your workforce management team, and how to structure your team to effectively move those processes to completion. From capacity planning, staffing, scheduling, exception entry, and anything else you do, learn how to navigate your way to success.



MAIN SESSIONS – BLOCK 6

WEDNESDAY, MAY 15
2:45PM-3:45PM

Track: Achieve Metrics Nirvana

601: Using VoC to Drive First Contact Resolution

Dr. Lara Pow, President, SQM Group



SQM's research shows that improving FCR remains a huge opportunity. For the average call center, 28% of customers must contact the organization at least once more – and since CSAT drops an average of 15% with each subsequent contact, improving FCR has a major impact on the level of service provided. In this enlightening session you'll discover why FCR matters and how to measure it, as well as how to analyze the data and implement best practices for change. Infused with real world examples from SQM's extensive best practice library, you're sure to gain practical insights you can apply immediately.

Track: Boost Your Culture

602: Building Culture with Work at Home Agents

Karen Arnold, Tech Support Hiring Manager, Automattic



Automattic is known for its 100% distributed team. (Yes, you read that right!) And yet in addition to boasting a low employee turnover rate, they have maintained their culture and values despite years of exponential growth. The secret is in hiring amazing candidates who are the best fit, and retaining them with a culture of communication, feedback, and transparency. Learn how Automattic recruits, auditions, communicates, develops, and accommodates for its employees – including the tools, processes, and tactics that have allowed them to grow their remote team while maintaining a very strong sense of their core culture. If you have remote employees, you won't want to miss this invaluable session!

Track: Drive Customer Experience

603: Performance Dashboards: A Common Sense Approach

Eddie Vidal, Director IT Service Management, Memorial Healthcare System



We live our whole lives being measured, from our grades in school to our working life. Measurement is important because it puts vague concepts into context, but many are subjective, which can lead to differences of opinion. In the case of customer experience, it's not enough to say you want to deliver quality service – you must define what it means to know if you are succeeding. This session will provide tools and templates for grading agent performance, as well as strategies to gain their buy-in and contributions. Learn how to implement an agent performance dashboard designed to improve the quality of service provided to your customers.

Track: Elevate Your Leadership

604: Developing an Effective Customer Access Strategy

Todd Gladden, Business Associate, ICMI



Contact centers are faced with the ongoing challenge to transform all aspects of operations in order to support a continually evolving customer experience model. Does your center have a detailed description of the ways it will interact with customer segments, as well as the people, technology, process, and financial requirements to successfully meet those customers' needs? This session will present an ICMI template for exploring the people, processes, and technology needed to deliver on the contact center's mission and support the organization strategy. Gain the tools you need to identify the customer access strategy that's right for your organization.

Track: Executive Perspectives

605: Better CX Through Effective Escalation Management at E*TRADE Financial

Trista Wentworth, VP Customer Service, E*TRADE Financial



Escalation is given in the contact center and addressing issues efficiently has a significant impact on customer loyalty and experience. This all-encompassing session will describe how to establish and administer the "Complete Escalation Handling Framework". Discover techniques to de-escalate a situation, communicate coaching opportunities to all parties involved, partner with a VOC program to drive change, and create the right tracking and trending mechanism for escalation details. The necessity of supporting Executive and C-Level individuals – and E*TRADE's proven approach to doing so – will also be highlighted.

Track: Maximize Productivity

606: Faster Than the Speed of Math! High-growth Capacity Planning at Hulu

Todd Hixson, Capacity Manager, Hulu

Nicholas Solomon, Sr. Manager, Capacity Planning and Partner Management, Hulu



With unemployment levels at decade lows, smart hiring, alternative benefits, and stellar support are required to attract and retain talent that will propel the customer experience. Work at home programs expand applicant pools by 300-400% and offer innovative staffing solutions that are appealing to many. They also save everybody money by eliminating or reducing transportation costs for employees, and reducing real estate, operating, and labor costs for businesses. This session reveals current best practices, policies, and technology solutions that Fortune 1000's and small businesses alike are utilizing to secure best talent and keep them (happy) via work at home programs.

MAIN SESSIONS – BLOCK 7

WEDNESDAY, MAY 15
4:00PM-5:00PM

Track: Achieve Metrics Nirvana

701: How to Measure the Effectiveness of Agent Training

Jeff Toister, Author, *Getting Service Right*



You've trained your agents, but is it working? Finding the answer doesn't require a PhD in advanced statistics! You'll learn proven training evaluation techniques in this hands-on session from a former contact center training leader and Certified Professional in Learning and Performance. Discover simple models you can use to measure training for a single agent or an entire program. Explore why the post-training survey is generally ineffective plus alternatives that yield far better data. Identify ways to translate training result into metrics that capture the attention of your executive leaders.

Track: Boost Your Culture

702: How to Create an Agent Recruiting Machine

Noreen Sendelbach, Director Human Resources, TELUS International



Recruiting isn't just a matter of collecting job applications and processing. In the contact center world, it is truly a sales and marketing job that requires continual recruiting with creative and innovative ideas to keep your applicant pool full and your candidates feeling valued. At TELUS International, they utilize technology and the referrals of team members to ensure that we fill teams with the best qualified and most engaged candidates possible. The process, tools and techniques collectively provide a recruiting machine that processes hundreds of thousands of applicants a year. Come hear how TELUS International does it.



Track: Drive Customer Experience

703: Five Things You Should Stop Writing to Your Customers Right Now

Leslie O'Flahavan, Owner, E-WRITE



You may be writing to customers in newer channels like social, chat or SMS, and with newer tools like chatbots. But if you're using old, played-out words and phrases when you communicate with customers, your responses can backfire, causing write-backs, loss of business, or social shaming. This hands-on session will identify five insincere, generic, or tired-sounding customer service phrases, and review real-world examples of customer communications that illustrate the damage they do to service quality. This session will offer fresh, honest replacement wording for these exhausted phrases – a simple step that can deliver quick "wins" for your center.

Track: Elevate Your Leadership

704: Team Empowerment: How to Reduce Conflict and Deliver an Effortless Customer Experience

Fancy Mills, Group Training and Content Director, ICMI



Much attention is given to employee engagement given its correlation to customer satisfaction, but employee empowerment – which drives both employee engagement and customer satisfaction – is often overlooked. This interactive session will focus on defining team empowerment and understanding its three core components. Explore the key challenges to empowerment and discover tactics for overcoming them. We'll share industry insights as well as real-world examples of what has worked in the ICMI Contact Center to empower and motivate our team.



Track: Executive Perspectives

705: The Profit-Center Mentality – Managing Contact Centers as a Business!

Jeff Rumburg, Managing Partner, MetricNet, LLC



Does your contact center struggle to gain visibility and credibility within the enterprise, operating at a subsistence level and lacking the resources to deliver effective levels of service? What if you began operating more like a business, attracting funding and resources based upon profitability? Illustrated by case studies, this valuable session will present business metrics that can be used to quantify and communicate the profitability of a contact center, and explain the paradigm shift necessary for any contact center that aspires to realize the benefits of operating as a true business.

Track: Maximize Productivity

706: 10 Knowledge Management Best Practices That Lead to Success

Pete McGarahan, Senior IT Director, Infrastructure Corporate IT, First American Title Insurance Co.



Successful knowledge management is more about people and process than technology. This informative session explores the key principles and core concepts that organizations, including First American Title, have discovered lead to successful adoption of a knowledge-centered support model. Discover how to improve knowledge in the workflow so that no one in your organization can ever say there's garbage in the knowledge base without also admitting they're responsible for it.



POST CONFERENCE WORKSHOP

THURSDAY, MAY 16
8:30AM-5:00PM

Post-1: Master Minds

Megan Selva, Group Content Manager, ICMI & HDI

Erica Marois, Content Manager, ICMI



Are you a contact leader who's looking for a unique opportunity to share and learn from the experience of others? MasterMinds is a place to bring ideas, share best practices, solve pressing issues, all while receiving support and encouragement. MasterMinds will enable you to come together with others in your industry, build an action plan based on your top challenges and conference learnings, and create a core group of peers who can hold each other accountable throughout the year. If you want to unlock the full potential of attending an industry conference, you do not want to miss MasterMinds.



Post-2: ICMI The Power of Metrics and Data

Wendy Fowler, Business Associate, ICMI



The amount of data available in contact centers can be overwhelming. This one day ICMI led workshop can help the front-line manager understand metrics, what they mean and how they are best used, as well as tools for observing and analyzing data in order to identify, implement, and sustain performance and process improvements. Attendees will learn the role of metrics in process improvement and performance management, and tips for sustaining improvements; five categories of metrics, with primary and secondary measurements, what they mean, and recommendations on how to best use them; tools for observing, analyzing, and making the most of metrics and data to improve performance.

Post-3: ICMI Coaching

Todd Gladden, Business Associate, ICMI



Start building a coaching culture that improves agent and customer satisfaction with a proven coaching model that you can implement immediately. Without coaching, the time and money you spend on training and monitoring will have little impact on your contact center's performance. By implementing a proven coaching model and training everyone who coaches to use the model and to coach more effectively, you will see agent performance and effectiveness rise.

“

I would highly recommend attending the People Management and Small Contact Center Workshops. I received so many great ideas and approaches that I implemented with my group while still at the Conference!”

- Bryan A., *Service Support Manager, First National Bank and Trust*

I would recommend this event to anyone interested in Customer Experience - Strategy or Operations. I found the conference formula very refreshing and energizing. I am still learning after 25 years in the business.”

- Pierre J., *Strategist, Triad Services*



NETWORKING ACTIVITIES AND SPECIAL EVENTS

Make professional connections, exchange ideas, win prizes!

SAY 'HELLO' RECEPTION

Sunday, 4:00 PM – 7:00 PM

Connect with the ICMI team and other contact center pros. Engage in light conversation and learn who's at the event, all while enjoying a favorite beverage! It's a great chance to make early connections with fellow attendees.

EXPO HALL BASH

Monday, 5:15 PM – 7:15 PM

Sip your favorite beverage and snack on light hors d'oeuvres while enjoying conversation with colleagues, friends and new acquaintances, all while browsing the latest contact center solutions from top industry providers. It all takes place in the Expo Hall.

SOLUTIONS SPOTLIGHT SESSIONS

Monday – Wednesday in Expo Hall (Times Vary)

These open-to-all sessions provide first-class education and conclude with a drawing for a \$100 American Express Gift Certificate!

BREAKFAST BRIEFINGS

Network with your peers during these highly attended breakfast briefings where you will learn how today's technology and support services can improve your contact center's operations.

INDUSTRY ROUNDTABLE BREAKFAST

Tuesday, 7:00 AM – 8:15 AM

Get a jumpstart on your networking by identifying and sharing experiences with others in your industry sector, such as Healthcare, Education, Government, and more.

EXPOQUEST LUNCH

Tuesday, 12:00 PM – 2:00 PM

It's a scavenger hunt! Navigate the clues and find the answers. The more answers you find, the more tickets you get. The more tickets you get, the better your chances to win the \$1,000 Amex Card prize!

ICMI GLOBAL CONTACT CENTER AWARDS PARTY

Tuesday, 6:00 PM – 8:30 PM

It's a White HOT Party! This fun-filled night celebrates and recognizes excellence in the industry. You'll enjoy tasty bites and beverages while you mingle, celebrate, pose for pictures and celebrate this amazing industry and the people who are passionate about it. And the best part... It's included in your 2, 3, 4 or 4-day PRO pass! *Expo Hall Only Pass Holders require separate ticket purchase (\$189).*



TOPIC-BASED NETWORKING BREAKFAST

Wednesday, 7:30 AM – 8:15 AM

Focused around the six learning tracks, here's your chance to share ideas with other contact center professional just like you. Snack on some breakfast items before the keynote and then later head over to the expo hall for brunch!

EXPOQUEST BRUNCH

Wednesday, 10:00 AM – 12:30 PM

It's your 2nd chance to win a \$1000 Amex Card! Enjoy brunch favorites and join today's new hunt and find the answers, the more you find, the more tickets you get. the more tickets you get, the better your chances to win the \$1000 Amex Card prize!

PASSPORT TO PRIZES

During exhibit hall hours

This is your opportunity to win valuable prizes! Simply visit the booths of participating vendors, have your passport stamped, and return the completed passport for your chance to win! Prizes have included: a \$200 Amazon gift card, an IPAD mini, a Kindle Fire HD, and Bose Noise Cancelling Headphones.

GROUP NETWORKING DINNERS

Wednesday Evening

Utilize the mobile app to search for others in your industry sector, then use the app to connect and put a group together for dinner and great conversation. This event is an 'on your own event' but is strongly encouraged. If we can help connect you with others, please let us know.

CAREER DEVELOPMENT ROADMAP

During exhibit hall hours - by appointment

Receive a customized professional development "roadmap" - for your contact center - that identifies recommended next steps in your team's development. For more information, contact Todd Piccuillo at tpiccuillo@icmi.com.

SOLUTION PACKED EXPO HALL

To say that it's a challenge to bridge the gap between expectations and reality in today's era of customer service is an understatement. Don't go it alone. Our buzzing expo hall connects you with 100+ solution providers and all the latest systems and technologies to quickly and skillfully build that bridge.

EXPO HALL HOURS

Monday, May 13. 5:15PM - 7:15PM

Tuesday, May 14. 10:00AM - 2:00PM

Wednesday, May 15. . . 10:00AM - 1:30PM

CONFERENCE HOST



DIAMOND



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EXHIBITORS

AGENT511

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SENDING A TEAM IS A SMART INVESTMENT

"The best contact center event available. Highly recommend every contact center manager attend. Everyone can attend different sessions and bring back more complete knowledge to the team. This trip also served as a great team builder with other managers across our many contact centers, where we rarely have a chance to all meet and learn other than through virtual meetings and training."

- HD Supply Managers

BENEFITS INCLUDE:

- ✓ **Cover all sessions of interest.** Meet prior to the conference or ask an ICMI staffer and devise a strategy to cover the most applicable sessions.
- ✓ **Develop skill sets together as a team.** Expand the expertise of your team collectively. Whether it's training and coaching, workforce management or leadership strategy, you can cover it all together.
- ✓ **Recognize your team's outstanding performance.** Recognize your team's achievements, motivate them to continued success, and demonstrate an investment in their future.
- ✓ **Wrap a strategy and planning session around the conference.** Your team will return with fresh ideas they can develop into immediately actionable next steps.
- ✓ **Explore the latest technology together.** Evaluate exhibitor solutions with the input of multiple stakeholders.

GROUP PRICING*

3-5 attendees
receive a 20% discount

6-10 attendees
receive a 30% discount

11+ attendees
receive a 40% discount

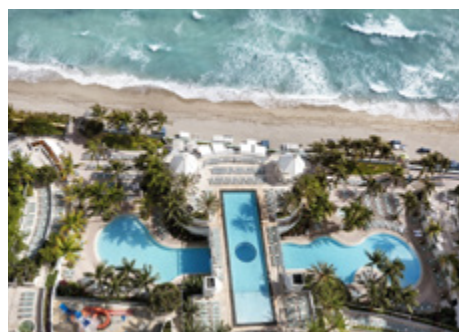
*Discount is taken from current pricing and is not combinable with promotional offers.

To register your team, download the registration form at [ICMI.com/CCExpoGroup](https://icmi.com/CCExpoGroup), fill it out, then email it to ICMIExpoReg@UBM.com or call 866.535.8988.

PASSES AND PRICING

Select the Pass
That's Right for You:

Access To:	4-Day PRO Pass	4-Day Pass	3-Day Pass	2-Day Pass
New for 2019! ICMI Strategy & Leadership Certificate	✓			
Pre-Conference Workshops & Tours	✓	✓	✓	
Post-Conference Full Day Training	✓	✓		
Main Sessions	✓	✓	✓	✓
Conference Materials	✓	✓	✓	✓
Keynote Presentations	✓	✓	✓	✓
Networking Events	✓	✓	✓	✓
Breakfasts, Lunches, Receptions	✓	✓	✓	✓
Expo Hall Access	✓	✓	✓	✓
Solution Spotlight Sessions	✓	✓	✓	✓
ICMI Contact Center Awards Party	✓	✓	✓	✓
Regular Price	\$3399	\$2999	\$2599	\$2099
Brochure Discount Use code "SAVE200" for \$200 off any conference pass	\$3199	\$2799	\$2399	\$1899



THREE WAYS TO REGISTER

Online: ICMI.com/CCEXpo

Phone: 866-535-8988

Email: ICMIExpoReg@ubm.com

The Diplomat Beach Resort

3555 S. Ocean Drive, Hollywood, FL 33019
954-602-6000 | Fax: 954-602-7000

All event activities will take place here.

Rooms start at \$289/night
Book by: April 17, 2019

While ICMI makes every effort to secure an adequate amount of hotel rooms, we expect the rooms to sell out quickly. We STRONGLY encourage you to book early to avoid a sold-out situation. The hotel rate is available for select dates, so please check with the hotel for available rates, especially if extending your stay or coming in early.

Contact Center Expo is a trade-only event. You must be 18 years of age and a qualified buyer of contact center technology, applications, or products to visit the expo hall.

Registration Policies, Cancellations, Substitutions & Changes

If you need to cancel, you may do so until Friday April 5, 2019. A non-refundable \$150 cancellation fee will be charged. No-shows and cancellations after Friday April 5, 2019 will be charged the full conference rate. Cancellation policies apply to all conference packages. 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. Sorry, no refunds are available after this date. If you are unable to attend the conference, we strongly recommend that you send a substitution in your place. Changes to registrations must be presented in written form.

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