

Business Justification Toolkit

Everything You and Your Manager Need to Know

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.

We hope you and your team can join over a 1,500 other customer service professionals in Fort Lauderdale, Florida. **This year's event offers 6 learning tracks, including one that addresses the unique needs of executive leadership.**

This kit includes materials you can tailor to meet your needs and make things easier to organize a request for approval to attend and show ROI upon your return. It contains:

- A letter to your approving manager template
- Session tracks, case studies, contact center tours
- Schedule at a Glance
- What the media is saying
- Who attends Contact Center Expo
- An expense worksheet

With options of a 2-day, 3-day, 4-day or 4-day PRO Pass, along with special pricing breaks and the **special discount in this tool kit**, we're confident that you will find the right package to fit your budget.

We look forward to seeing you at the *stunning Diplomat Beach Resort this May!*

Sincerely,

ICMI Events Team

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

JUSTIFICATION LETTER TEMPLATE

Dear [Insert Approving Manager's Name],

I am requesting approval to attend [ICMI Contact Center Expo 2019](#), May 13-16 in Fort Lauderdale, FL. Contact Center Expo is organized by ICMI, a leader and trusted resource for contact center professionals for 33 years and has been referenced and featured in numerous publications including: *TechTarget*, *NY Times*, *Bloomberg*, *The Kim Komando Show*, and *Austin Business Journal*. Their reputation is unmatched in the customer service/contact center industry.

ICMI Contact Center Expo is where contact center professionals find vendor-neutral education, the most credible speakers and the widest variety of case studies, plus behind-the-scene tours of local contact centers. It's all 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:

- Achieve Metrics Nirvana
- Boost Your Culture
- Drive Customer Experience
- Elevate Your Leadership
- Maximize Productivity
- Executive Perspectives – *designed for Director level and above*

Over the course of four days, Contact Center Expo offers hands-on [workshops](#), exclusive [tours of local contact centers](#), 60-minute main sessions, panel discussions, [21 case study presentations](#), and [inspiring keynotes](#). I will also be able to interact directly with over 100 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.

When I return from Contact Center Expo, I will be able to share and suggest the latest trends and best practices with the rest of our organization. Contact Center Expo 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, this conference has a strong ROI.

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

Sincerely,

[Signature]

LEARNING TRACKS

Unlike other conferences, at Contact Center Expo, you do not have to choose a track or pre-register for main sessions. Enjoy the flexibility of attending sessions across various tracks to create a customized experience that meets your needs.



Achieve Metrics Nirvana

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



Boost Your Culture

Ideas to tackle the tough issues of hiring, mentoring, coaching, and motivating.

[View sessions >](#)



Drive Customer Experience

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



Elevate Your Leadership

Best practices from industry frontrunners to help lead your team to success.

[View sessions >](#)



Executive Perspectives

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

[View sessions >](#)






Maximize Productivity

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

CASE STUDIES

Twenty-four world-class organizations, sharing ideas, best practices, and how they overcame common challenges

[View Details >](#)

	102: Create a Culture of Self-Care in Your Contact Center		502: Establish Trust Across the Organization by Increasing Transparency
	103: Transform Your Contact Center into an Insight Center		503: Customer Experience Leadership: How Moo, UL, Navy Credit and IBM Are Leading with CX!
	201: Leveraging Metrics to Drive Quality and Efficiency		505: Integrating Quality and Customer Insights to Maximize Strategic Value
	202: A Personal Approach to Employee Engagement		506: Secrets from an Award - Winning Small Contact Center
	203: Don't Be a Passenger -Drive the Customer Experience Agenda		602: Building Culture with Work at Home Agents
	204: Change Is Good: Establishing a Culture of Change Resiliency		603: Performance Dashboards: A Common Sense Approach
	304: : Lead Like A Rock Star!		605: Better CX Through Effective Escalation Management at E*TRADE Financial
	306: The Hitchhiker's Guide to Building Successful Workforce Management Process and Structure		606: Faster Than the Speed of Math! High-growth Capacity Planning at Hulu
	401: Ho hum No More: Re-imagining Customer Surveys to Drive Results		702: How to Create an Agent Recruiting Machine
	403: From Clouds to Sun: Driving a New CX at the Weather Company		706: 10 Knowledge Management Best Practices That Lead to Success
	501: Serving Up Metrics to Suit Every Palate		

LOCAL CONTACT CENTER TOURS
Requires the 3-day or 4-Day Pass

[View Details >](#)



NEW IN 2019 --- 4-DAY PRO PASS!

As a 4-Day PRO Pass holder you will receive specialized training while at the conference, culminating in the awarding of the **ICMI Strategy & Leadership certificate**. In addition to having full access to the conference program, you will be required to attend 2 ICMI led workshops and 2 ICMI led 1 hour sessions during the conference to qualify for this certificate.

[See Full Details >](#)

EVENT SCHEDULE

Monday Workshops and tours are included with 3-, 4-, and 4-day pro passes

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
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		
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!					

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

~ Schedule continued on next page ~

“Fantastic Experience! Wide range of topics and opportunity to network with so many different fields/people! Can't wait to go to future events and continue learning!”

- Emily A., Business Analyst, State Farm



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.

Link to: [Full Conference Information](#)

Link to: [Printable Program Brochure](#)

WHAT OTHER INDUSTRY PROS ARE SAYING ABOUT ICMI CONTACT CENTER EXPO

“The tours, keynotes, sessions and expo hall were awesome. What a week!”
- **Shakira P., Manager, Community Relations, Crisis Response Network**

“Absolutely Amazing! You will not be disappointed!”
- **Megan L., Guest Services Manager, The Henry Ford**

“Best conference for contact center professionals, hands down.”
- **Nate B., Director of Customer Experience, Underwriters Laboratory (UL)**

ICMI highlights the importance of the service industry and brings thousands of like-minded professionals together. Having a platform to network and share stories is one of the best ways to learn and grow.

- **Gina M., Manager, Support Services, Infinite Campus**

“ICMI [Expo] is one of the best! It finds the right balance of industry standards as well as brings new ideas and life into contact centers.”

- **Roger S., Sr. Operations Manager, Ancestry**

“ICMI Expo is an incredible opportunity to network and learn from industry peers.”

- **Alan S., Consultant Support Manager, Sentsy**

“ICMI provides me with motivation to come back and ignite my teams!”

- **Susan D., Director, American Mint LLC**



Who Will I Meet at ICMI Contact Center Expo?

Job Titles of Attendees Already Registered

AVP, Contact Center	Operations Manager
AVP of Customer Service	Payments Servicing Manager
Call Center Manager	President
CEO	Project Manager
Client Service Manager	Quality Analyst
Contact Center Agent	Senior Director, Enrollment Services
Customer Care Manager	Sr. WFM Schedule Analyst
Customer Support Lead	Supervisor
Data Analytics Manager	SVP, Client Services
Director of Customer Experience	Training and Quality Manager
Director	VP of Operations
Manager, WFM, Planning and Strategy	VP, Customer Service
Managing Director , Customer Care	Workforce Management Lead

Just a Small Sampling of Companies Currently Registered to Attend Expo 2019

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

American Airlines Credit Union	Magazines.com
Axcess Financial	Mailchimp
Berkeley College/BES Inc.	Molina Healthcare
Best Western Hotels & Resorts	National Guardian Life Insurance
Bobby Dodd Institute	Paychex, Inc
Capital One	Revival Animal Health
Cellular Sales	Soaring Eagle Casino & Resort
Expedia.com	Texas Disposal Systems
Hollister Inc.	Thomson Reuters
Hulu	Vanguard
Kaiser Permanente	Wisconsin Physicians Service
Lions Clubs International	Wright-Patt Credit Union

EXPENSES WORKSHEET

Fill out this expenses worksheet to estimate the cost of attending ICMI Contact Center Expo.

Note that the conference negotiated room rate for The Diplomat Beach Resort starts at \$289/night. There is also a \$30 per night optional Resort Fee that includes 2 daily bottles of water, a daily group fitness class, transportation to/from golf location and unlimited range balls at golf location. Book by April 17, 2019.

ICMI Contact Center Expo Registration Pass Options	Select the pass that's right for you!				
	Access to	4-Day PRO May 13-16	4-Day May 13-16	3-Day May 13-15	2-Day May 14-15
Certificate in Strategy & Leadership	✓				
Contact Center Tours (May 13)	✓	✓	✓		
Interactive Workshops (May 13)	✓	✓	✓		
Main Conference Sessions (May 14-16)	✓	✓	✓	✓	
Conference Materials (access prior to show)	✓	✓	✓	✓	✓
Keynote Addresses	✓	✓	✓	✓	✓
Expo Hall Access (May 13-15)	✓	✓	✓	✓	✓
Solution Spotlight Sessions	✓	✓	✓	✓	✓
Breakfasts, Lunches, Coffee Breaks	✓ Mon-Thurs	✓ Mon-Thurs	✓ Mon-Wed	✓ Tue-Wed	
Evening Networking Receptions	✓	✓	✓	✓	✓
ICMI Global Contact Center Awards Party	✓	✓	✓	✓	✓
Full Day Training or Tours (May 16)	✓	✓			
On-Site Price	\$3399	\$2999	\$2599	\$2099	
EARLY BIRD PRICING (ends 4/1)	\$3199	\$2799	\$2499	\$1999	
SUPER EARLY BIRD PRICING (ends 2/28)	\$3099	\$2699	\$2399	\$1899	
<p>Register with code CYM and get an extra \$200 off current pricing! Offer expires April 30. Promo code cannot be combined with other offers.</p>					
Conf. Pass	\$				
Air Fare + Luggage	\$				
Parking & Tolls	\$				
Mileage	\$				
Hotel	\$				
Taxi Fares	\$				
F&B	\$				
Total	\$				