ICMI™ CONTACT CENTER EXPO

A DIGITAL EXPERIENCE

APRIL 12 - 13, 2023

2023 Call for Speakers

Have a story to share?

Submit a proposal for Contact Center Expo: A Digital Experience 2023 today!

Accepting submissions through Friday, November 18, 2022

Welcome to the Contact Center Expo: A Digital Experience Call for Speakers!

As it always has, Contact Center Expo: A Digital Experience brings together a diverse group of experts, practitioners, thought leaders, and solution providers, all united around a singular focus: to energize and empower contact center and customer experience pros to make a real difference in their careers and organizations. More than 1,000 leaders will gather in April for two days of insightful presentations, informative case studies, essential training, and strategic guidance.

We're looking to make Contact Center Expo: A Digital Experience a more **diverse** and **inclusive** program, featuring speakers who offer **practical guidance** and **specific takeaways/lessons learned** that will enable attendees to implement immediate improvements in their own organizations.

In this toolkit, you'll find an overview of the process, eligibility criteria, key selection criteria, rules of engagement, and an evaluation guide. We've also included descriptions of the conference tracks and tips for navigating SUBS, our submission portal. If you have any questions, contact Megan Selva (megan.selva@informa.com).

Process Overview

The ICMI program team employs a robust speaker evaluation and selection process. We go through several rounds of review to ensure that we select presentations that best represent our attendees' interests. This gives our conference an edge over other industry events. The following is a timeline for the submission process for Contact Center Expo: A Digital Experience.

- **October 10, 2022:** Call for Speakers opens
- **November 18, 2022:** Call for Speakers ends
- **Early January:** Notification of acceptance status

We are looking for fresh guidance and insights for the 2023 program. Therefore, please adhere to the following guidelines:

- No more than **two** proposals per speaker
- Interactivity is encouraged — proposals that emphasize attendee engagement will be given priority
- Case studies will receive priority consideration
- Veteran speakers are welcome, but new material will be prioritized over past material
- Solution providers are encouraged to submit proposals, but a customer **must** be featured as a copresenter
- Commercial/promotional content **will not** be considered (see the following section on Eligibility Criteria for more details)

The program team receives hundreds of high-quality proposals from contact center and customer experience professionals throughout the industry and it will select the best mix to be part of the Contact Center Expo: A Digital Experience program. However, due to the volume of submissions, the ICMI program team cannot respond personally to each rejected submission.

Eligibility Criteria

All contact center and customer experience professionals—practitioners, consultants, professional speakers, trainers, industry analysts, etc.—are invited to submit proposals. Note that the following will be strictly enforced:

- **Speaker bureaus and PR agencies:** You may submit proposals on behalf of your clients. However, you must include all speaker information in the proposal. Through a signed speaker agreement, the nominated speaker must confirm directly with the program team that he/she is aware of the submitted proposal and will commit to the event if selected.
- **Event exhibitors and solution providers:** You may nominate your customers, or your own contact center or customer experience practitioners, to present sessions or case studies. Commercial content will not be considered, as there are specific opportunities to present product- or service-aligned content that are available exclusively to exhibitors and sponsors (e.g., Solution Spotlights, Demos); please contact the ICMI exhibit sales team for more information about these opportunities.
- **Keynote speakers:** All keynote speakers are sourced through an executive speaker bureau; keynote proposals submitted through this Call for Speakers will not be considered for inclusion in the final program.

Selection Criteria

We want the very best presentations for the Contact Center Expo program. What are we looking for?

The ideal speaker:

- Has significant experience and subject matter expertise in the topic proposed, strong content knowledge, experience, and passion
- Can engage an audience with purely educational, insightful, and focused content
- Knows that the strongest sessions are driven by real-life stories and insights
- Understands that session objectives and takeaways must be actionable
- Believes a diverse speaker lineup delivers the greatest value
- Is comfortable developing and recording virtual sessions
- Is able to communicate, collaborate, and exchange ideas with attendees in the digital event environment
- Is willing to partner with ICMI to deliver the best possible experience and spread the word about Contact Center Expo: A Digital Experience

The ideal session:

- Is relevant to contact center and customer experience leaders and professionals
- Addresses the most pressing issues regarding best practices, people, processes and operations, technology, and strategy
- Is more than just theory, delivering practical experience, real-world examples, and case studies from all points along the path to maturity
- Is a coherent, interest-grabbing presentation featuring high-quality presentation materials and accompanying documentation
- Is fresh, timely content that doesn't promote or endorse a specific product/service

Please provide complete information for each proposal element.

- You must include a **title** that's descriptive, attention-grabbing, and/or provocative
- You must include an **abstract/description** letting potential attendees know what's in it for them; make a case for why your session/coverage is different, urgent, important to the industry, etc.
- You must identify 3-5 **key takeaways** to help attendees understand what they'll gain from attending your session
- You must include full **contact information**, a brief biographical statement, and a headshot for each speaker

Before you hit SUBMIT PROPOSAL (and make sure you do hit that button or we won't receive your proposal), be sure you've completed all required fields. Incomplete proposals will not be reviewed or considered for inclusion in the final program.

Rules of Engagement

If you are selected for the final program, you will receive a Speaker Agreement affirming your commitment to the event.

- You (and any copresenters or panelists) must be available to attend your session's broadcast on April 12 or 13; all sessions are assigned a broadcast time at the discretion of the program team.
- You are expected to cover the entirety of your assigned time slot and present the session as described in the agenda. Attendees will evaluate you on how well your session related to the topic described in the agenda; for example, if you submit a topic geared toward mature organizations or experienced contact center professionals, attendees will verify that you satisfied that expectation.
- Speakers are selected, not companies. If you must withdraw from the program, ICMI reserves the right to replace the canceled session with a comparable topic and speaker from the wait list.
- Each speaker will receive one complimentary Digital Standard conference registration. If a copresenter qualifies to participate, another complimentary registration may be offered.
- Breakout sessions are 45 minutes, and Q&A will take place in-platform during the broadcast.
- You are expected to use the event PowerPoint template that will be available in the Speaker Center (February 2023).
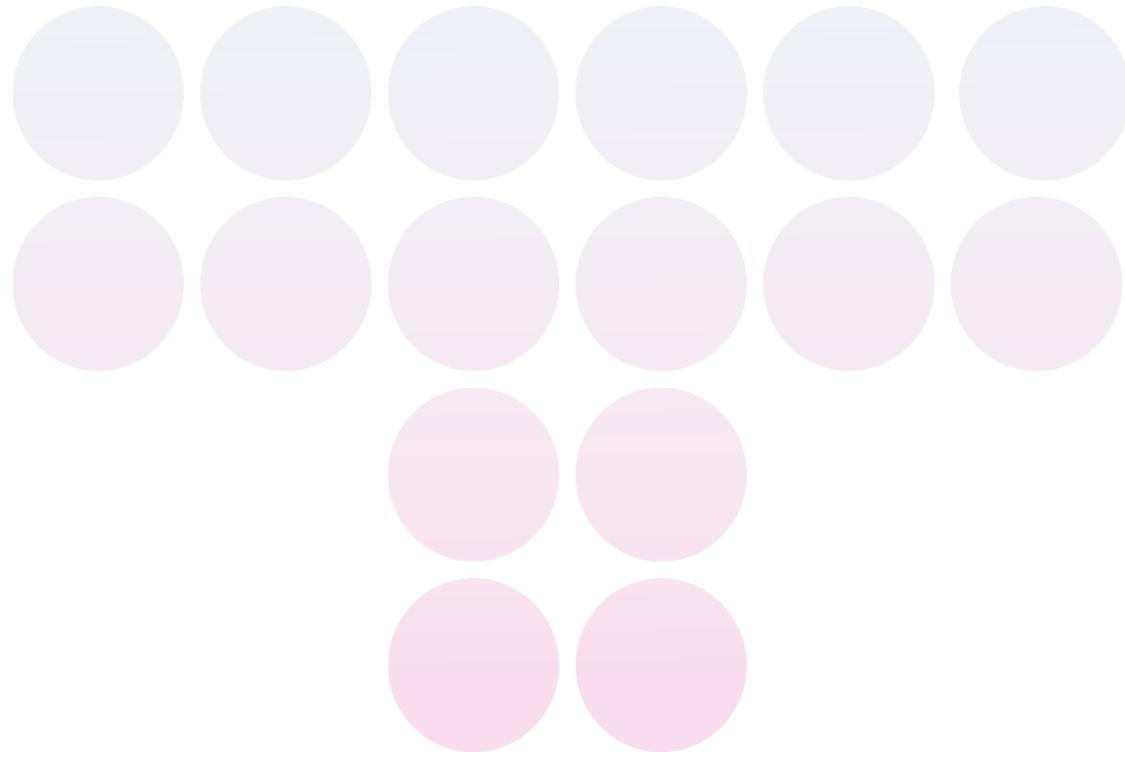
Evaluation Guide

If selected to present at the conference, attendees will evaluate your session using the following criteria, rating your content and performance on a five-point scale. To be considered for future events, you must receive a minimum overall rating equal to the average score for that year's group.

- **Content** – Attendees select sessions based upon the description(s) you provided for the conference proceedings materials. The items below verify that you delivered the content you described, had the expertise you claimed, and included specific, useful how-to information.
  - » Was the session content was what you thought it would be?
  - » Did the session provide useful information?
  - » Did the speaker display a strong knowledge of the subject?
  - » Can I apply what I learned to my current job/profession?

- **Performance** – The items below confirm that you knew your topic, were well prepared for your session, kept the attendees' attention, and fulfilled your commitment to non-promotion.
  - » Did the speaker demonstrate a strong ability to communicate ideas?
  - » Did the speaker handle audience interactions and Q&A effectively?
  - » Do you recommend this speaker for future events?
  - » Did the speaker inappropriately promote his/her company's products/services?

Tracks and Topic Ideas

To appeal to this specialized audience, the conference program covers a range of critical topics, grouped into the following tracks:

Boost Your Culture | Revolutionize the Customer Experience
Maximize Productivity and Operations | Elevate Your Strategy and Leadership

On the following pages, you'll find descriptions of each track, along with sample topics and ideas for sessions in each area.

Boost Your Culture

Sessions in this topic area will focus on the key strategies related to team and people management in the contact center, covering best practices, philosophies, methodologies, and approaches that build strong cultures and help teams outperform and transform into high-functioning, successful teams. For example:

- Investing in organizational culture, building community across business areas, departments, etc.
- Diversity, equality, and inclusion
- Mental health, stress, and burnout
- Differences between coaching and mentoring
- Onboarding and training employees in a remote environment
- Managing distributed teams
- Dealing with difficult users/customers
- Upskilling/upleveling communication and interpersonal skills
- Dealing with difficult colleagues (including management)
- Career-pathing for aspiring leaders
- Morale and engagement in the workplace, particularly with regard to remote workers
- Leveraging a part-time or outsourced workforce

Revolutionize the Customer Experience

Customer experience is more than just providing customer service; it's about delivering service across all channels in a significant, meaningful, and intentional way. The sessions in this focus area will cover topics like:

- Identifying customer needs
- Designing and implementing innovative approaches to the customer experience
- Quantifying and improving the customer journey
- Focusing on employee experience to help optimize the customer experience
- Using data and analytics to tell a compelling story that engages customers, executives, and stakeholders
- Engaging customers
- Identifying better ways to gather customer and user feedback
- Reducing customer effort during interactions and engagements
- Expanding avenues/channels for engagement, making sure to meet customers wherever they are
- Using customer experience and journey mapping to communicate value
- Communicating changes made in response to feedback (establishing a continuous feedback loop)
- Identifying and leveraging key stakeholders

Maximize Productivity and Operations

This sessions in this focus area will address the concepts and best practices that promote process improvement and operational efficiency and effectiveness, all of which are critical to contact center optimization. For example:

- Defining, testing, and implementing new services
- Maintaining or gaining efficiencies in challenging environments
- Consolidating teams/departments
- Developing a roadmap for a modern contact center
- Business continuity and disaster recovery planning
- Quality assurance for non-phone interactions
- Supporting VIP users/customers
- Promoting consistency between teams, practices, etc.
- Best practices in forecasting and scheduling
- Balancing your human and nonhuman capital
- Trends in workforce management and workforce optimization
- Gamification in onboarding and for ongoing training
- Coaching, training, and professional development for agents and supervisors
- Best and good survey practices
- Communicating the value of the contact center
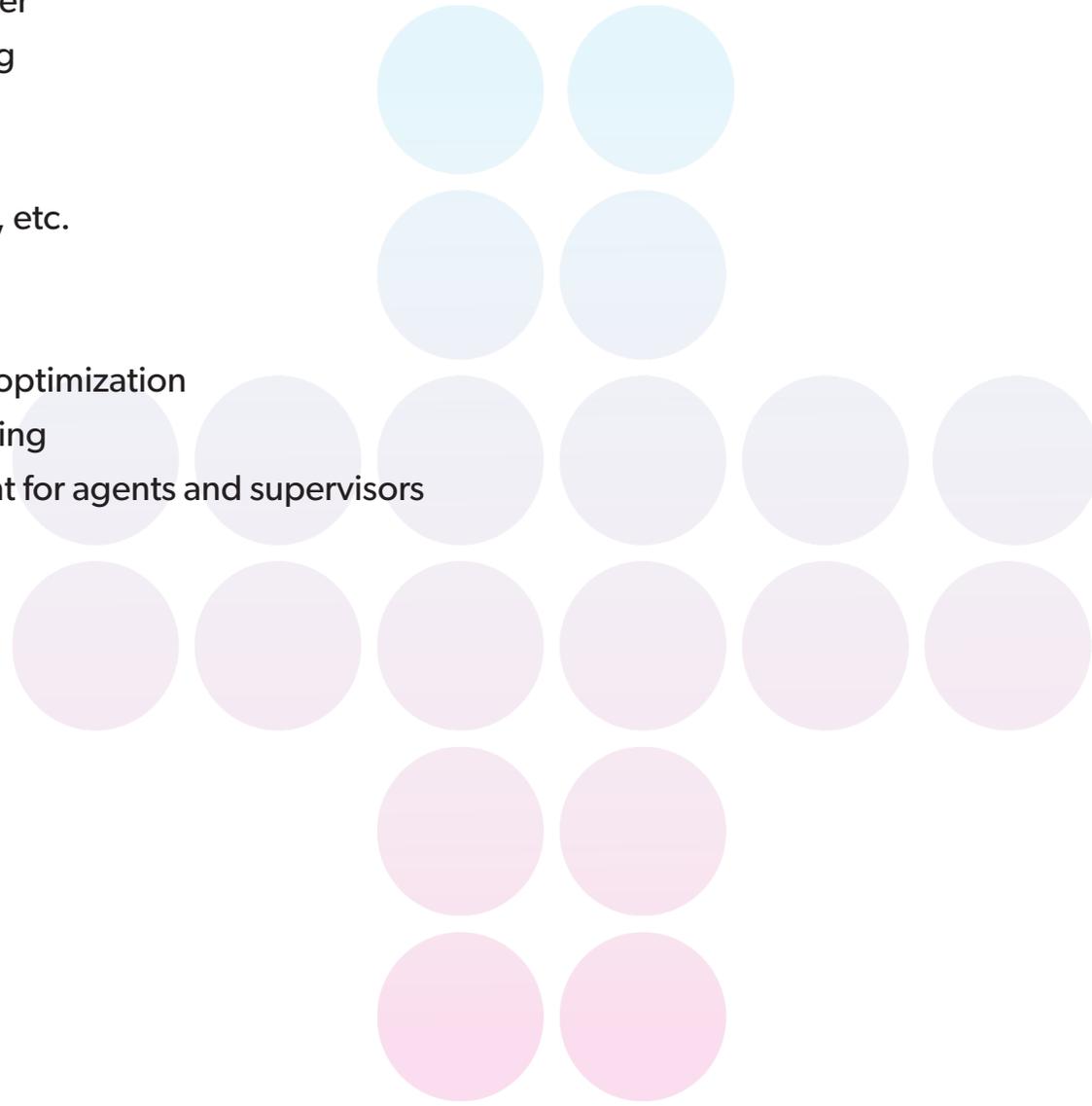
Elevate Your Strategy and Leadership

Sessions in this focus area will help leaders nail contact center fundamentals and prepare them to shape the future of the contact center and customer experience. For example:

- Organizational change management
- Transitioning to hybrid work environments
- Readying your contact center for AI/blended intelligence
- Digital transformation and design thinking
- Best practices for capturing and maintaining institutional knowledge
- The impact of AI, machine learning, and automation on the contact center
- Building strong vendor/partner relationships
- Best practices for continuous improvement
- Preparing for What's Next – staying on top of contact center trends and why it's more important now than ever
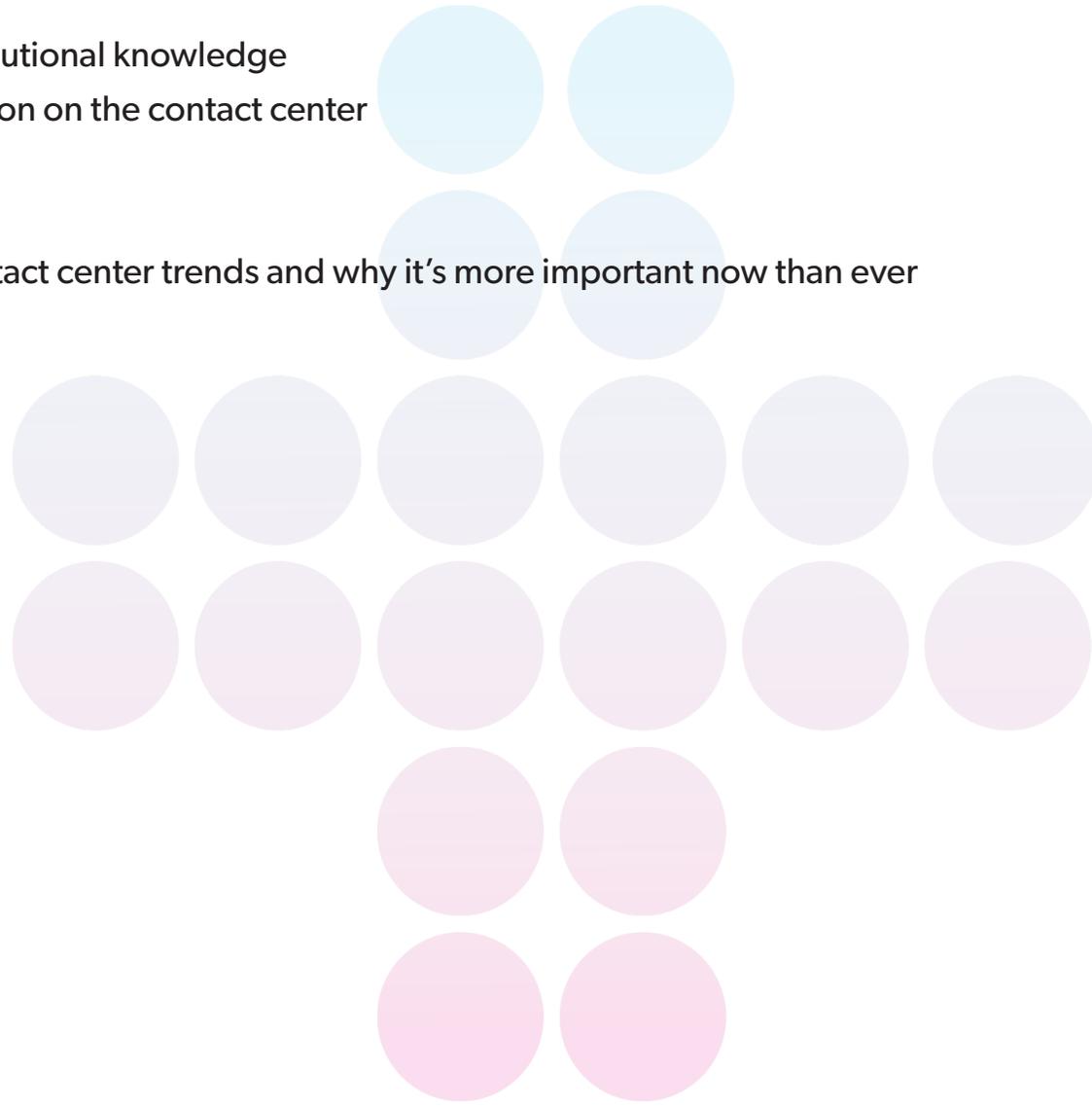
SUBMITTING YOUR PROPOSAL:
AN INTRODUCTION TO SUBS

As you enter your proposal in SUBS, there are a few required and optional fields to note:

- **Required:**
  - » **Track:** Select a primary topic area from the drop down.
  - » **Primary Discipline:** From the dropdown, select the state that best describes the maturity of the organizations that are the ideal audience for your session.
  - » **Format:** Select the option that best describes your session's ideal/intended format from the dropdown.
  - » **Headshot:** At a minimum, your headshot should be 500x500px (square, .jpg).

- **Optional:**
  - » **Secondary:** If your proposal overlaps with a second topic area, select the area from the dropdown.
  - » **Secondary Discipline:** If your session's ideal audience applies across two levels of maturity, select a second level from the dropdown.
  - » **Uploading Files/Documents/Videos:** You can upload supplemental files/documents, but you must complete the abstract, takeaways, and interactivity fields. You can also upload a supplemental video (maximum 64MB); if your file size is too large, please include a link to the hosted video in the session description field (as a YouTube link, as a Box/Dropbox link, etc.).

You can edit your proposal once you've submitted it, until the submission period ends, provided you've saved the unique link provided at the beginning of the proposal.

Good luck!