

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

November 12 - 14, 2018 | LAS VEGAS

*Red Rock Resort*

## BUSINESS JUSTIFICATION TOOL KIT

Letter template

Learning tracks, Case studies, Tours

Schedule at a Glance

Track session summary

What attendees are saying

Who attends Contact Center Demo

An expense worksheet

Session notes template

Post-conference report

## Contact Center Demo 2018 — Business Justification Toolkit

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

Over the course of 3 days at ICMI Contact Center Demo, thousands of customer service and contact center professionals will join together, share ideas and best practices, discover the most current and cutting-edge technology innovations and strategies, and build upon their drive to improve operational efficiencies and customer service within their organizations. It's quite a sight to behold and even more amazing to experience!

We hope you and your team can join us at the Red Rock Resort in Las Vegas as we take you on a journey through today's best practices – and how to prepare for ongoing success.

ICMI Contact Center Demo offers **six learning tracks** that offer a broad range of topics that will address your most current needs, as well as offer new perspectives to take your contact center to the peak of customer service excellence.

This kit includes a few materials that you can tailor to meet the specific process required by your organization to request conference approval and help your manager understand the value and return on investment of you attending.

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

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

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

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

Sincerely,

**The ICMI Contact Center Demo Team**

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

## JUSTIFICATION LETTER TEMPLATE

Dear **[Insert Name]**,

I am requesting your approval to attend [ICMI Contact Center Demo 2018](#), November 12 – 14 at the Red Rock Resort in Las Vegas, NV. Contact Center Demo is organized by ICMI, a leader and trusted resource for contact center professionals for 32 years. Their reputation is unmatched in the customer service/contact center industry.

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

The [conference session tracks](#) include:

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

Over the course of 3 days, Contact Center Demo offers half-day hands-on [workshops](#), exclusive [tours of local contact centers and organizations that exemplify customer experience excellence](#), 60-minute main sessions, panel discussions, [case studies](#), and [inspiring keynote presentations](#). I will also be able to interact directly with over 80 Exhibitors in the Demo Hall, which will allow me to personally test and evaluate a range of technologies and services that are important to our business. There is even a Solution Spotlight Theater where top providers showcase and demonstrate the latest technology solutions.

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

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

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

Sincerely,

**[Signature]**

## LEARNING TRACKS

### Boost Your Culture

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

### Maximize Productivity

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

### Elevate Your Leadership

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

### Optimize Technology

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

### Drive Customer Experience

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

### Achieve Metrics Nirvana

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

## CASE STUDIES



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



### What Other Industry Pros Are Saying About ICMI Contact Center Demo

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

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

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

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

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

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

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

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

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

## Who Will I Meet at ICMI Contact Center Demo?

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### Job Titles of Currently Registered Attendees

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

### Just a Few Companies Past and Currently Registered

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

- University of Michigan CU
- Kaiser Permanente
- WorldPay
- OpenTable
- ChoiceOne Bank
- FedChoice Federal CU
- Bluebonnet Electric Coop
- The City of Asheville
- Ameris Bank
- WebCE
- Arbella Insurance Group
- Chesapeake Utilities
- The Hanover Insurance Group
- Liberty Mutual
- Hill-Rom IT Solutions
- Papa John's Int'l
- American Mint
- UMB Bank
- DN Orthodontics
- AARP
- Blue Cross Blue Shield
- Gwinnett County Water Resources
- Liberty University Online
- Bank of Hawaii
- North American Bancard
- The Home Depot
- Mercedes-Benz Financial Services
- Salt River Project
- Bass Pro Shops
- Texas811
- Ameriprise Financial
- Cox Communications
- New York Life
- McKesson US Pharmacy
- MedAmerica Billing Services
- Navy Federal Credit Union
- Uline

### EXPENSES WORKSHEET

Please fill out this expenses worksheet to estimate the cost of attending ICMI Contact Center Demo 2018.

Note that the conference negotiated room rate for the Red Rock Resort is \$190/night plus a \$10 resort fee per night. (space is not guaranteed – book early!)

ICMI Contact Center Demo Registration Pass Options*	<b>Select the pass that fits your needs:</b>		
	<b>Access to</b>	<b>3-Day</b> NOV 12 - 14	<b>2-Day</b> NOV 13 - 14
	Local Tours (Nov 12)	✓	
	Hands-on Workshops (Nov 12)	✓	
	Main Sessions (Nov 13-14)	✓	✓
	Conference Materials (access prior to show)	✓	✓
	Keynote Presentations	✓	✓
	Demo Hall Access (Nov 12-14)	✓	✓
	Breakfasts, Lunches, Coffee Breaks	✓ Mon-Thur	✓ Tue-Wed
	Networking Activities	✓	✓
	<b>REGULAR RATE</b>	<b>\$2,199</b>	<b>\$1,899</b>
	<b>EARLY BIRD PRICING (ends 9/28)</b>	<b>\$1,999</b>	<b>\$1,699</b>
<b>SUPER EARLY BIRD PRICING (ends 7/31)</b>	<b>\$1,899</b>	<b>\$1,599</b>	
	*Check <a href="#">website</a> for current pricing. The earlier you register the more you save.		
Conf. Pass	\$		
Hotel	\$		
Flight + Luggage	\$		
Parking	\$		
Mileage	\$		
Taxis	\$		
F&B	\$		
Other/Misc	\$		
<b>Total</b>	<b>\$</b>		