ICMI Contact Center EXPO
October 24 - 27, 2022 | Orlando, FL

2022 Call for Speakers

Omni Orlando Resort at Championsgate
Welcome to the Contact Center Expo 2022 Call for Speakers! We’re excited to bring the community back together, in person, this October at the Omni Championsgate in Orlando, FL.

As it always has, Contact Center Expo 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. Nearly 1,000 leaders will gather in October for a week of insightful presentations, informative case studies, essential training, and strategic guidance. Submissions should 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 a list of topic/session ideas 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.

- **February 22, 2022**: Call for Speakers opens
- **March 25, 2022**: Call for Speakers ends
- **Week of May 16, 2022**: Notification of acceptance status

We are looking for fresh guidance and insights for the 2022 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
- Commercial/promotional content **will not** be considered (see the following section on Eligibility Criteria for more details)

The committee 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 program. 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. Specific eligibility criteria apply to the following groups:

- **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 chair 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. Breakfast Briefings and Solutions Spotlight sessions are additional value-added options for exhibitors, but are open to any company representative or customer. Please contact the [ICMI exhibit sales team](#) for more information about Contact Center Expo exhibit and sponsorship opportunities.

• **Keynote speakers:** All Contact Center Expo keynote speakers are sourced through an executive speaker bureau; 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?

- More than just theory—speaker shares practical experience, real-world examples, and case studies from all points along the path to maturity
- Lessons learned, practical strategies, templates, and real-world, practical measurements and metrics
- A coherent, interest-grabbing presentation featuring high-quality presentation materials and accompanying documentation
- Significant experience and subject matter expertise in the topic proposed, strong content knowledge, experience, and passion
- The ability to facilitate communication, collaboration, and the exchange of ideas with attendees
- Proven, dynamic presentation skills and experience speaking in front of large audiences
- Content that is pertinent to contact center and customer experience leaders and that addresses the most pressing issues regarding best practices, people, processes and operations, technology, and strategy
- Fresh, timely content that doesn’t promote or endorse a specific product/service
- Specific content for experienced contact center and customer experience leaders (versus general or introductory content)

Please provide complete information for each proposal element. Only complete proposals will be recorded in the database and considered for inclusion in the final program; incomplete proposals will not be considered. Also, please be sure to include full contact information, brief biographical statement (<100 words), and headshot for each speaker.
Rules of Engagement

If you are selected for the final program, you will receive access to the Contact Center Expo Speaker Portal (about 4-6 weeks after your selection), where you can download a speaker packet that includes all of the logistical (planning) details, deadlines, and a list of speaker benefits. You will also be required to sign a confirmation letter affirming your commitment to the event.

- You are expected to present the content outlined in your proposal and the session descriptions in the conference proceedings manual. Attendees will be evaluating you on how well your session related to the topic described in the brochures and manual; 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, though that speaker will not necessarily be from your company. ICMI will, however, work with you to identify a suitable substitute speaker as the first course of action.
- Each speaker will receive one complimentary conference registration. If a copresenter qualifies to participate, another complimentary registration may be offered. Travel arrangements and hotel accommodations are the responsibility of the speaker(s).
- Breakout sessions are one hour, including Q&A time. PC-based presentations are required; multimedia presentations are preferred.
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 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?
Focus Areas 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
- Diversity, equality, and inclusion
- Recognizing issues related to mental health
- Managing remote teams
- Combating burnout
- Coaching struggling employees
- 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
• Amplifying company culture, building community across business areas, departments, etc.
• 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
• Using data and analytics to tell a compelling story that engages customers, executives, and stakeholders
• Engaging customers
• Working from anywhere, on any device – what it really takes
• 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 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 cover the fundamentals and the future for the contact center and customer experience. For example:

- Organizational change management
- Transitioning to hybrid work environments
- 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!