

Expert, Practical Advice for Delegates to Call Centre Expo 2003 Conference

Submitted by: UBM plc
Monday, 28 July 2003

Executive Masterclasses • 16-17 September • Birmingham NEC, UK

Outsourcing, Contact Centre Start ups, People Strategies and Cost to Profit Centre – each of these topics will be addressed within half-day Executive Masterclass sessions at the Call Centre Expo 2003 Conference. The Conference runs in conjunction with Call Centre Expo 2003, which will take place from 16-17 September at the Birmingham NEC, UK.

Each half-day session will be lead by industry experts. Details of the four sessions are as follows:-

Tuesday, 16 September

AM: Outsourcing: Decision making for outsourcing: a practical guide to assessing the potential of outsourced customer management for your business.

Presented by Mike Havard, Managing Director & Penny Bousfield, Client Director – Outsourcing, CM Insight.

PM: Contact Centre Start-Ups: Reducing & eliminating the key risks during contact centre start-ups. Presented by Becky Simpson, Managing Consultant, Improvement Solutions.

Wednesday, 17 September

AM: People Strategies that Work: Holistically developing contact centre staff: How HR strategies & techniques have underpinned success at Garlands Call Centres.

Presented by Simon Roncoroni, Director, SR Consulting & Chey Garland, CEO, Garlands Call Centres.

PM: Cost to Profit Centre: Using the customer experience to transform the contact centre from cost to profit centre.

Presented by Wendy Hewson, Head of End User Research, Hewson Consulting, Alan Meekings, Associate, Landmark Consulting and Chris Russell, eDigitalResearch.com.

“Delegates wanting an in-depth, practical understanding of issues relating to these four areas will not be disappointed,” commented Kate Watts, Conference Manager for Call Centre Expo 2003. “Each of the experts running the Masterclass Sessions will be able to pass on tried and tested solutions to problems within each of these areas.”

For more information about the Call Centre Expo 2003 Conference and to register for free entry into the event, please visit www.callcentre-expo.com or ring +44 (0)870 429 4520.

####

NOTES TO EDITORS

About Call Centre Expo

Call Centre Expo 2002 took place from 17-18 September 2002 at the NEC Birmingham. The 2002 event saw an increase in attendees, with 7,911 (subject to ABC audit), compared to 7,717 attendees for 2001 (ABC audited). Since its launch in 1999, Call Centre Expo has seen phenomenal and continued growth from exhibitors, visitors and conference delegates alike.

About CMP Information - IT & Games Division

CMPi's IT & Games Division has more than 20 years of experience in producing industry leading, business-to-business events and publications that reflect the rapidly changing and diverse high-tech markets. It remains at the forefront of the industry by continuously developing existing events and adding new products to its portfolio. CMPi's current successful products include CCF magazine (Call Centre Focus); Networks for Business, GeoSolutions, GeoNorth, Technology For Marketing incorporating Technology For Sales and Technology For Customer Service, ECTS, GDCE, SCoRE, Call Centre Expo UK and Call Center Expo Europe events; The Call Centre DataFile, Call Centre Management Yearbook, CMP Intelligent Marketing, CMP Interactive events and the Call Center Media Portal.

Press Contact: Toni Cullen, Tel: +44 (0)20 7921 8518, email: tcullen@cmpinformation.com