

# Call Centre Expo 2003 - THE industry event

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For the 5th year running, Call Centre Expo 2003 has proven beyond doubt that it is THE European event for the call & contact centre industry by once again welcoming more than 7000 attendees (subject to ABC Audit) from across the UK & Europe last week. The quality of attendees rose with 72% of attendees coming from a managerial level or above (1).

The event also provided the ideal platform for attendees to hear expert advice about key industry topics through the well attended Call Centre Expo Conference, Masterclasses and Keynote sessions. Call Centre Expo 2003 ran from 16-17 September at the Birmingham NEC, UK.

Call Centre Expo 2003's success was confirmed by its exhibitors:

"Great Show, Genuine ROI", commented Paul White, CEO, BT Contact Central.

"Call Centre Expo is the most important trade event for us. On a sales front, we have generated a large number of good quality leads, and seen a large number of high quality visitors who have been end users. Marketing wise, this event is a very important part of our marketing strategy. Because of all this, we have already booked the same position again for 2004 and are looking forward to it," commented Paul Roberts, Marketing Manager for UK & Ireland, Genesys.

"We are very pleased with the quality of visitors to our stand." Gill Oates, Marketing Manager, Ventura.

"Having come back to Call Centre Expo, we have been delighted with the quality of visitors on both days! The event has been excellent and we are finalising our plans for next year's stand already "a fantastic call & contact centre event!" Tessa Barfield, Marketing Manager, Merchants Ltd