

# Industry Gurus to Host Daily Keynote Sessions at Call Centre Expo 2004

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London, 28 June, 2004. Attendees to Call Centre Expo 2004 will have the exclusive opportunity to hear from two of the call centre industry's leading gurus at the daily keynote sessions, free to all visitors of the exhibition and conference. Chris Daffy\*, author of "Once a Customer – Always a Customer" and Professor Merlin Stone\*, IBM Professor of Relationship Marketing at Bristol University will present their thoughts and solutions on how customer service influences the call and contact centre industry, now and in the future.

Taking place from 29-30 September 2004 at the Birmingham NEC, Call Centre Expo 2004 is Europe's premier exhibition and conference for call centre and customer contact solutions. The free daily keynote sessions will take place in the Gallery Restaurant from 12:30 –13:30 every day. The sessions will focus on the following subjects:

How sensational customer experiences create competitive advantage

Day 1: 12:30-13:30, Tuesday, 29 September 2004

Chris Daffy, following a 30-year career in sales, marketing and management has spent the last 12 years focussing on service and helping organisations to use it as a key strategy to create customer loyalty and sustainable competitive advantage. As one of Europe's leading specialists on the subject of customer service, Chris will show how simple it is to understand what customer experiences are, why they work, how they can be used in the call centre to create competitive advantage and how easy it is to make a worthwhile difference through sensational customer service.

Contact centre – value today or death tomorrow

Day 2: 12:30-13:30, Wednesday, 30 September 2004

Professor Merlin Stone, Business Research Leader with IBM's Business Consulting Services will discuss his research into CRM and contact centre management and demonstrate how contact centres can use the Internet and direct mail to their best advantage. Professor Stone believes that the contact centre will be destroyed unless we learn to adapt to new ways of adding value. Visitors will be able to explore how potential weaknesses in decision-making can lead to the demise of the contact centre and learn how unifying strategy can overcome this issue.

"This year we've changed the format of the daily keynote sessions to provide our visitors with the best thought leadership and practical advice from two industry gurus," explains Kate Watts, Call Centre Expo 2004 Conference Manager. "This unique opportunity, free to all attendees at Call Centre Expo 2004, is just one of the educational features alongside an exhibition of more than 250 leading call centre and customer contact solution providers."

For further information on Call Centre Expo 2004, or to register for free entry, please visit [www.callcentre-expo.com](http://www.callcentre-expo.com) or call the visitor hotline: +44(0) 870 429 4520.

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Notes to Editor:

\* - Photographs of Chris Daffy and Professor Merlin Stone are available upon request. For further information, please email [stanner@cmpinformation.com](mailto:stanner@cmpinformation.com)

About Call Centre Expo:

Since its launch in 1999, Call Centre Expo has achieved extensive growth in both visitor and exhibitor figures. The show doubled in size between 1999 and 2000, and then again between 2000 and 2001. Call Centre Expo 2003 attracted over 200 exhibitors and 7,082 attendees (ABC Audited). Call Centre Expo 2004 will take place on 29-30 September 2004 at the NEC, Birmingham, UK.

About CMP Information

CMP Information is the UK-headquartered professional media division of United Business Media plc.

Operating in the UK, US, Asia and Europe, CMPi delivers business media solutions to a number of industry sectors. Its products including magazines, exhibitions, conferences, awards, directories and websites are targeted at business professionals across a range of markets; these include Building & Property, Healthcare, Entertainment, Travel, Agriculture, IT & Games and Print.

Amongst its well-established brands are industry leading publications including Guitar Player, Building, Pulse, Travel Trade Gazette, Building Design, Property Week, Music Week, and Chemist & Druggist. CMPi also has a number of leading directories, compendiums and information services such as the Building Product Compendium, Benns Media, The Knowledge and the Professional Series. It also has a number of exhibitions recognised as the pre-eminent events in their respective market sectors. These include CPhI, FIE, The Interiors Event, ACPO, International Fire Expo and IFSEC.

CMPi's magazines reach over 1.3 million readers directly through subscription, newsstand and controlled circulation, while over 250,000 business professionals and marketers visit its exhibitions each year. CMPi has approximately 1,000 employees and in 2003, CMPi's revenues totalled £135m and its profits were £25.3m, providing around 25% of UBM's group operating profits.

For further information, please contact:

Sarah Tanner  
PR Executive  
CMP Information

t: +44 (0) 20 7921 8522|m: 07730 679912|f: +44 (0) 20 7921 8549  
CMP Information Ltd|Ludgate House|245 Blackfriars Road|London|SE1 9UY  
[www.callcentre-expo.com](http://www.callcentre-expo.com)|[www.t-f-m.co.uk](http://www.t-f-m.co.uk)|[www.callcentre.co.uk](http://www.callcentre.co.uk)