

REGISTRATION FORM

Delegate Name: _____

Additional Delegates – 1. Name: _____

2. Name: _____

3. Name: _____

4. Name: _____

Company: _____

Address: _____

City: _____

Province: _____ Postal Code: _____

Phone (Bus): _____

Cellular: _____ Fax: _____

E-mail: _____

PAYMENT OPTIONS

I am a Toronto Chapter ICSA Member: Yes No

Please bill my credit card in the amount of \$ _____

Visa MasterCard Amex

Card # _____

Expiry: _____

Cardholder Name: _____

Signature: _____

**Payment must be received by April 24, 2010
to guarantee your registration**

REGISTRATION COSTS (All cost in CDN \$. Please add 5% GST)

	Early Bird Discount Deadline: March 12, 2010	After March 12, 2010
	Payment (Plus GST)	Payment (Plus GST)
Member	\$199	\$249
Non-member	\$249	\$299
Group of 4	\$699	\$899

Registration information:

Fax: 905-940-1278 (Markham) Tel: 905-477-5544

Secure email: dolly@icsa.on.ca

Electronic registration available online: www.icsa.on.ca
(under Events Calendar & Registration)

PROGRAM CHANGES

The ICSA Toronto Chapter reserves the right to make changes in programming and speakers, or to cancel if enrolment criteria are not met, or when conditions beyond our control occur. Every effort will be made to contact each person enrolled if the conference is cancelled. We will assume liability for the conference fee only.

CANCELLATION POLICY

If you must cancel your registration, please do so in writing or by contacting editor@icsa.on.ca at least 10 business days prior to the conference. A 20% administrative fee will be charged. Registered participants that do not attend or who cancel less than one week prior to the conference are liable for 100% of the conference fee. Substitutions may be made at any time.

ICSA EXECUTIVE

Dolly Konzelmann

President, ICSA-TC

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ICSA TORONTO CHAPTER PROGRAMS AND SERVICES

Let ICSA-TC bring our wealth of experience and expertise to your company with our onsite seminars. Select from over 225 programs that can be customized to your unique requirements. Our programs cover all aspects of business needs. Our consultants and trainers are industry recognized individuals who provide programs that are designed to deliver results.

CONFERENCE LOCATION

RBC Building
6880 Financial Drive
Mississauga, ON L5N 7Y5
(Just north of the 401)

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**The International Customer Service Association
Toronto Chapter**

"In Pursuit of Customer Service Excellence"

"CUSTOMER EXPERIENCE EXCELLENCE"



**ANNUAL CUSTOMER SERVICE CONFERENCE
MAY 14, 2010
MISSISSAUGA, ONTARIO - CANADA**

Conference highlights and what you will learn:

- ✓ Effective employee engagement strategies
- ✓ Leaders Wanted! Who will answer the call?
- ✓ Connection between flying pigs and contact centres??
- ✓ How to use Social Media to maximize recruitment capabilities
- ✓ Techniques for connecting with your customers 100% of the time
- ✓ Different leadership types and how to interact with customers and co-workers more effectively
- ✓ How to turn your contact centre into a profit centre
- ✓ How to produce and mould effective leaders for your organization
- ✓ Industry best practices to turn your contact centre into a differentiator between you and your competitors
- ✓ Metric Madness - what, when and which ones?
- ✓ How to reduce stress on the job
- ✓ Best practices for using technology in a contact centre
- ✓ Building effective teams
- ✓ How to get the most out of your contact centre
- ✓ Success in a contact centre -- learn the secrets
- ✓ What certification programs are available for you, your team and organization
- ✓ How to get your agents to represent your brand to their fullest capability
- ✓ How to save money and increase customer loyalty
- ✓ Following your dreams to create a better work-life balance
- ✓ Get me out of this trap...help for those who are maxed out

Who Should Attend:

Directors, Managers, Supervisors, Co-ordinators and Consultants in charge of: Customer Service & Satisfaction, Client Relations & Services, Call Centres, Quality Assurance, Training, Help Desk, and Human Resources

CAN'T ATTEND? ONSITE WORKSHOPS / CONSULTING AVAILABLE FROM ALL THE SPEAKERS —
CONTACT US FOR FURTHER DETAILS

PHONE: 905-477-5544

EMAIL: EDITOR@ICSA.ON.CA

ONLINE: WWW.ICSA.ON.CA

Agenda

FRIDAY MAY 14TH, 2010

8:00 – 8:30 REGISTRATION –
COFFEE, MUFFINS &
NETWORKING

8:30 – 8:40 Welcome and Introduction
by **Don Scott**

8:40 – 8:45 Message from the
President,
Dolly Konzelmann



DOLLY KONZELMANN is the President of the ICSA Canada –Toronto Chapter and President of Cutting Edji Consulting – a firm that specializes in customized training, consulting, and targeted recruiting services. A recognized speaker, author and entrepreneur, Dolly also participates on the boards of several advisory councils providing strategic direction and advice for the advancement of the customer service profession. Dolly has been leading the ICSA Toronto Chapter for over a decade and has helped increase the awareness of this tenured and prestigious organization throughout North America. ICSA is celebrating the launch of the Customer Experience Excellence Program.

8:40 – 9:30 **Tap into Leadership: Growing Yourself and Others Around You**



COREY ATKINSON is a sharp and seasoned training specialist who exemplifies leadership in all walks of life. Corey works with clients to enhance their knowledge and strengthen their leadership skills. With extensive experience in leadership, customer service and business development, he focuses on supporting others to become great at what they do. With over 10 years of experience in numerous organizations – both for profit and non-profit – Corey has become a recognized professional in leadership and organizational growth.

Presentation: Leaders at all levels of organizational life must be prepared to meet the challenging expectations held by those who follow them. The people we lead want and need answers to difficult questions: “Where are we headed?” “How will we get there?” “What are your expectations of me?” These are the questions that bring clear focus and direction and fuel purposeful action, the engine of enterprise.

But to be truly effective leaders today we need to ask and answer the difficult questions about **who we are** and **what we stand for** as a leader. In this high energy and highly interactive presentation, Corey will help us look inside our organization to find leadership potential, prepare leaders quickly, and deploy them as new leadership challenges emerge.

9:35 – 10:25 **Employee Engagement 2010**



STEVE GASKIN is responsible for all aspects of the Scotiabank Customer Contact Centre and its 800 employees. The Centre is a 24/7/365 operation with inbound service and sales, outbound sales and also answers all inbound email inquires for Scotiabank. Prior to his current role, Steve was Vice President,

Service Experience with responsibilities for developing and executing strategies to improve customer satisfaction and loyalty at Scotiabank.

Steve is a graduate of the American Bankers Association, School of Bank Marketing and Management and has a Master of Business Administration degree from York University and Northwestern University. Steve chairs the Scotiabank Employee Giving Campaign for the United Way. He is a Member of several committees including the Advisory Committee for the Business Management program at Humber College.

Presentation: The world of the contact centre agent can be complex, difficult and stressful. At the same time, organizations are relying on their agents more and more to represent their brand. Steve will make the case for why a focus on employee engagement is the way to business success and he will share three simple employee engagement strategies that have been proven to work in his environment.

10:25 – 10:40 **Mid-Morning Break – Vendor Displays & Networking**

10:45 – 11:30 **Expert Panel Discussion**



Eric Esguerra
Director, Customer Care
Staples Advantage



Amar Sidhu
Director, National Contact Sales Centre
Trader Corp



Lorna Ferguson
Senior Director
CIBC
TCCC/MCCC

Presentation: We have teamed up three passionate customer service advocates and practitioners who will share their experiences and real life expertise in area of People, Process and Technology. Come armed with your toughest questions and put them to the challenge. Questions on team building, technology implementation, work at home agents, incentives and all the other questions that have been on top of mind for you. All this interactive Q&A session needs is you.

11:30 – 12:30 **Networking Lunch**

Vendor Displays & Networking

Bring your business cards!

12:35 – 1:05 **Dream Catcher**



DR. ALEXANDRA GELLMAN brings an impressive mix of credentials to her presentations, as well as a remarkable supply of enthusiasm, energy and talents. For the past 25 years, Alex has grown a healing practice in homeopathy, nutrition and emotional coaching. She has appeared on many radio and TV shows, and been a presenter and keynote speaker at health and corporate conferences. She also hosts ongoing emotional/wellness workshop series and support group meetings within her private practice, to help individuals heal.

Alex has just issued the 4th printing of her second book, The “Bible of Healthy Living,” which addresses topics like why we get sick, how to get well, and the most valuable physical and emotional therapies. Coming soon is her latest book, “What your Eyes Reveal.”

Presentation: This workshop should come with a warning! Once you enter the land of your dreams, there’s no looking back! And no, we don’t accept any of the excuses you may be hiding behind... It’s never too late and today is a new day. It’s the day to move out of your comfort zone, banish the inertia that’s been holding you back and really begin to nurture the flame of your inner dream. Dr. Alex Gellman has been living the life of her dreams for years now – and she highly recommends it! Happiness provides huge health benefits and you’ll become an inspiration to those around you.

1:10 – 2:00 **Contact Centres – Failure to Thrive**



JACK GREEN holds an Hons. B.A. in Psychology, an M.B.A. from York University’s Schulich School of Business, post-graduate Teaching and Counselling Certifications, and he is currently working on his PhD in Business. Jack has been a contact centre consultant and trainer for over 20 years. Jack authored a chapter in “Breakthrough Customer Service: Best Practices of Leaders in Customer Support”, entitled “Using Qualitative Performance Measures to Achieve Performance Improvement”. In 2000, Jack’s book “Contact: A Guide to Developing Effective Call Centre Skills,” was published and in 2003 Jack’s “Call Centers: Technology & Techniques” was published for the US market.

Presentation: Contact centres are no longer a new phenomenon. We’ve been at this for a while yet most contact centres are not realizing their potential - they are underperforming. We’re still not getting the most from our systems and our people. Jack will explore some of the main reasons why and offer ideas on how to reverse the slide. The exploration will include topics such as: ‘Metrics Madness’, ‘Rearranging Deck Chairs’, ‘Talk to Me!’, ‘Tree-Climbing Pigs’ and ‘Party in Hell’.

2:00 – 2:15 **Mid-Afternoon Break – Vendor Displays & Networking**

2:20 – 3:10 **Recruiting through Social Media**



ARIEH SINGER is a National Interactive Strategist with TMP Worldwide’s Canadian offices. Active with new media and blogging, in addition to his work at TMP, Arie is a contributing writer for Canada’s top marketing blog OneDegree.ca. Arie runs a daily photoblog in Toronto, and archives a photographic journey through Canada, Asia, Europe, the Middle East, and Oceania. With honours degrees from Nanyang Technological University in Singapore, and the University of Western Ontario, Arie’s passion for new media and online social communication, community building, and global communications on a local scale has helped to build a comprehensive view of the online recruitment space.

Presentation: A recent survey by Robert Half International says that nearly one out of every two business executives is concerned about the upcoming exodus of baby boomers from the workforce. There has been a lot written about how companies are using social network sites like Facebook to screen prospective candidates, even before the interview process begins. There has been a lot less written about how companies can use social media to recruit new employees. What are companies around the world doing to attract the best talent? What innovations are leading to real results? This session showcases some of the best strategies and tactics that are being used by employers to engage Gen Y candidates.

3:15 – 4:05 **Leadership Rocks**



DAVID SOCK is an Organizational Development professional with over 20 years of experience helping organizations, people and their leaders be more successful. His great breadth of experience covers many sectors including retail, logistics, financial services, industrial, manufacturing and high tech. He has led major restructuring projects, re-aligned processes to new business strategies, and designed hundreds of hours of instruction. He has acted as a project manager, facilitator, coach, mentor, and advisor to business leaders and their teams.

Presentation: One of the biggest challenges a Customer Service professional has is how to connect quickly with customers of all types. David will provide a valuable tool that can help address these challenges in a very unique way using Rock & Roll!!! The Predictive Index® describes a person’s behavioural preferences and motivational needs in a way that can be used for a variety of applications. The presentation will cover:

- **Who’s in your band?** - Defining your personal style
- **Listen to their song** - The cues to look for with your customers
- **Making beautiful music together** - How to adapt your style to match your customer’s needs
- **It’s only Rock & Roll but I Like it!** - The Dos and Don’ts for different customer styles

4:05 – 4:20 **Closing Remarks & Door Prizes**