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ICMI ACCE 2010 Conference Program Helps Contact Center Professionals to Improve Center Performance

Annual global gathering for the contact center community to be held June 14-17 in New Orleans

Colorado Springs, CO --- April 28, 2010 --- Produced by **The International Customer Management Institute (ICMI)**, the **ACCE Conference & Expo**, the premier annual global gathering for the contact center community, has announced its 2010 conference program. Taking place at the Sheraton New Orleans Hotel in New Orleans on June 14-17, 2010, the event will bring contact center professionals together to discover how to improve center performance by better managing people and resources, improving operations, and properly selecting and implementing technology.

ACCE 2010 will offer a comprehensive educational program, with a newly added track, **"Social Media in the Contact Center,"** and 90 percent new content. Additional core programming tracks include **"Improving Operational Effectiveness," "Strategic Leadership in Action," "The Power of People,"** and **"Today's Technology - and Tomorrow's,"** Additionally, ACCE will include a full day of **pre-conference workshops** addressing critical issues specific to contact centers, and a **post-conference program** that includes the choice of a full day workshop, hands-on lab, or small call center-specific summit. Pre-conference summits are included with **All-Access or Premium Conference Packages**, while an All-Access Package is needed to attend post-conference activities.

"We are now living in a world that consists of more calls, more complex, from more channels – with higher customer expectations and higher consequences," said Joy Sobhani, Conference Director for ICMI Events. "With this in mind we have created an educational program that addresses these concerns and provides actionable solutions. The ACCE program contains the critical information all individuals involved with contact centers need when implementing new strategies within their contact centers."

Keynote speakers will include John Foley of CenterPoint Companies who will present "High Performance Climb®" and Sally Hogshead, Speaker, Author and Brand Innovation Consultant who will deliver "Fascinate! The Seven Secret Triggers of Persuasion and Influence."

Session leaders and panelists will provide valuable insight into how to improve a center's performance by better managing people and resources, improving operations, properly selecting and implementing technology. Best-practice **case studies** from leading organizations including Disney Reservation Center, USAA, Allstate Financial, Bell Atlantic, and Chase.

In addition, top industry technology vendors will present their tools and technologies in the **ACCE 2010 Exhibit Hall** at the event.

ACCE 2010 is presented by ICMI, one of the contact center industry's most respected organizations. To register to attend this event, or to find out more about the conference, media registration, and exhibition opportunities, please visit <http://www.icmi.com/ACCE2010>.

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About ICMI

The International Customer Management Institute (ICMI), celebrating its 25th anniversary in 2010, is the leading global provider of comprehensive resources for customer management professionals – from frontline agents to executives – who wish to improve contact center operations, empower contact center

employees, and enhance customer loyalty. ICMI's experienced and dedicated team of industry insiders, analysts, and consultants are committed to providing uncompromised objectivity and results-oriented vision through the organization's respected lineup of professional services including: Training and Certification, Consulting, Events, and Informational Resources. Founded in 1985, ICMI continues to serve as one of the most established and respected organizations in the call center industry.

ICMI is a part of UBM Live which provides leading integrated media solutions and professional services across 20 different markets. Operating across the globe, its events, training, publications, awards programs and websites offer professionals in Interiors, Security, Venues, Customer Management, Safety & Health and Facilities the ultimate experience in learning, networking, and business development

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