

REGISTRATION DETAILS

- 1 Complete the registration details below, indicating your program preferences in the Registration Fees table opposite. Please ensure all sections are answered.
- 2 Fax this form to INSIGHTS on +971-4-3329290
- 3 You will be faxed back an acknowledgement and invoice.
- 4 Transfer the dollar amount directly to RAKBANK (Swift Code : NRAKAEAK) Dubai Branch, P.O. Box 1531, Dubai, U.A.E. Tel. : 2248000, Fax : 2281312 Account Name : INSIGHTS LLC Account No. : 0003-135012-102 You should add \$30 to cover bank transfer charges
- 5 Joining instructions will be sent on receipt of your payment.
- 6 Event attendance is by prior payment only.

REGISTRATION FEES		
Note : 3 Registrations For Any Single Package Earn An Additional 10% Corporate Discount		
PROGRAM	Tick <input checked="" type="checkbox"/>	
Pre-Conference Tutorials- Feb 2, 2009	Choose 1	Register Before Dec 31 And Take Advantage Of The Early-Bird Pricing Indicated Below
T1 Operation Impact	T1 <input type="checkbox"/>	
T2 Principles of Effective Contact Centre Management	T2 <input type="checkbox"/>	
T3 Contact Centre Outsourcing	T3 <input type="checkbox"/>	
Main Conference- Feb 3-4, 2009		
A MECC '09 Main Conference	A <input type="checkbox"/>	
Post-Conference Workshops- Feb 5, 2009	Choose 1	
W1 Managing a Small Call Center	W1 <input type="checkbox"/>	
W2 Elevating Your Quality Monitoring Program	W2 <input type="checkbox"/>	
W3 From Service To Sales	W3 <input type="checkbox"/>	

PROGRAM	Fee (US\$)
Main Conference Feb 3-4, 2009	\$1395 \$1195 Before Dec 31
Pre-Conference Tutorial Feb 2, 2009	\$795 \$695 Before Dec 31
Post-Conference Workshop Feb 5, 2009	\$795 \$695 Before Dec 31

Note : A 20% cancellation fee is charged up to Jan 1st, 50% up to Jan 15th, thereafter 100%. Substitute delegates are permitted. Note that the organisers reserve the right to alter the program and venue without notice due to events outside their control.

FOR MORE INFORMATION CALL + 971-4-3329211 or E-MAIL : insights@emirates.net.ae

Please complete in CAPITAL LETTERS (Photocopy for multiple bookings) Hotel Required

First Name : Last Name :

Position : Department :

Company :

Address :

City : Country :

Tel. : Fax: E-mail :

Approving Manager's Name : & Signature :

Fax back to +971-4-3329290
Or register ONLINE at www.insights-me.com

THE ANNUAL MEETING POINT FOR MIDDLE EAST CALL CENTRE PROFESSIONALS



Save Up To \$400 in Early Bird Discounts

Middle East
call centre'09
CONFERENCE & EXHIBITION
February 2-5, 2009 - Dubai, UAE

Analysis, Strategies &
Inspiration For Today's Challenging
Environment & Beyond

MECC '09
is organized by



Event Partners



Media Partner



Survival & Success - There's Never Been A Better Time For The Call Centre To Show Its True Worth!

Companies worldwide are facing business challenges like they have never encountered before, and for many the cracks are starting to show. Will they be around to enjoy the upturn when it finally appears, well nobody really knows, but one thing is for certain. Few other than those who have handled their customers with the care and respect they deserve during the downturn will see their efforts rewarded in terms of a quick return to "business as normal" and increased market share due to weaker, less customer-focused competition.

To retain its customer base during a downturn and thus position itself pro-actively for the upturn a company's call centre (along with senior management) must accept two key realities. One, that customer interaction is recognized as a strategically vital activity and everything possible must be done to protect the integrity of this relationship. And secondly, cost-cutting, when it comes to the call centre, be exercised judiciously, so that the quality of customer interaction is maintained, thus preserving customer loyalty, but that elsewhere processes, technologies and techniques can be creatively re-engineered and re-worked to accommodate the reduced budget.

So, how well prepared is your organisation to weather the rough times, how full are your sales pipelines going forward and what could you be doing differently to improve your operations and continuously increase your call centre's value proposition. Crucially, are you the inspirational and purposeful leader your call centre needs right now?

Welcome to the MECC '09 Conference Agenda.

MECC '09 Up-to-date And Timely Guidance On

- Doing More With Less
- Emerging Stronger From The Downturn
- Keeping Your Sales Pipeline Filled
- Managing By The (Right) Numbers
- Levering Your Key Asset, People (& Not Just Paying Lip-Service To The Concept)
- Creating Powerful Customer Experiences
- Increasing Your Call Centre's Value Proposition
- Getting The Budget You Need

MECC '09 - Where The Region's
Top Call Centre Professionals Come To
Learn, Interact & Share

You Wanted MORE!

MECC '09 Will Deliver

- More international experts and interaction
- More networking opportunities
- More independent insights and analysis
- More educational and actionable content
- More take-away tools and techniques
- More special offers, discounts and redeemable vouchers
- More senior management-friendly strategies and tactics
- More ways of doing More with less

And, of course

The **Customary** Amount Of Fun & Enjoyment!

Early Bird
Pricing
Ends Dec 31-
Act Now To
Save \$400!

IN PARTICULAR, MECC '09 OFFERS

- The Region's Premier Contact Centre Conference - Inspiring Keynotes, Real-life Best Practices, Valuable Takeaway Reference Material
- A Full Program Of Supporting Tutorials & Workshops
- Complementary Attendance At The Companion MECC 09 Exhibition
- A Leading Regional Call Centre Site Visit
- Unique Delegate Bonuses

Special Bonuses Include

- Early-bird Pricing - Save Up To \$400 By Registering Before Dec. 31
- Group Discounts - Starting At Just 3 Persons
- Complimentary Entry To The MECC 09 Exhibition VIP Area
- Valuable Post-MECC Vouchers & Call Centre Audit Discounts (Worth 000's of Dollars)
- Unique MECC Vendor Show Promotions
- Lots Of Other "Cool" Surprises!

MECC '09 - When The Going Gets Tough, The Call Centre Gets Going!

Surviving & Emerging Stronger From The Current Downturn

Tutorials

Feb 2, 2009

T1 - Operation Impact

What makes a leader great? How do frontline leaders make a difference in the people on their teams? With more than 100 million people in service jobs that have direct customer contact, there has never been a more important time to understand the value of your employees – and to lead them to greatness! This popular tutorial, appropriately titled Operation Impact, explores a set of proven and powerful ideas and concepts, and provides frontline leaders with the tools and tactics they need to succeed at work and in life.

Bob Furniss, President, Touchpoint Associates, Inc., USA

T2 - Principles of Effective Contact Centre Management

Unlock the secrets of effective customer contact management. In step-by-step format, Tim Montgomery will walk you through bedrock principles that will remain with you throughout your career: the immutable laws and service dynamics that are part of any customer contact environment; what it takes to accurately forecast, staff and schedule; the tradeoffs between service level, agent occupancy, staff and costs; how service level and quality are highly interrelated; and, how to explain these principles to others in your organization. Whether you are a new manager or a veteran in search of a dependable refresher, this engaging session provides the knowledge and confidence you need to excel!

Tim Montgomery, Founder, The Service Level Group, USA

T3 - Contact Centre Outsourcing

Contact Centre Outsourcing (CCO) is a unique workshop, covering all major partnering, contract and outsourcing management issues. Attendance at the program will not only ensure that you and your company take your understanding of outsourcing issues to much higher levels, but will also help you to negotiate and manage a better all round contract with your potential outsourcing supplier. If achieving a more effective and efficient business relationship with your outsourcer and a superior return on your investment are your goals, then you should not miss this enterprising workshop

Dr. Brownell O'Connor, The Contact Centre Doctor, Ireland

Main Conference

Feb 3, 2009

Keynotes:

- 1) **Lean and Mean: Trusted Tactics For Turbulent Times**
Tim Montgomery, The Service Level Group, USA
- 2) **The Kindness Revolution; The 5 Concepts Of Kindness**
Bob Furniss, Touchpoint Associates, Inc., USA
- 3) **First Call Resolution : The Ultimate Call Centre Metric**
Marilyn Saulnier, Strategic Agility, USA
- 4) **People Strategies For Uncertain Times**
Lesley Vereen, Service Agility, USA
- 5) **Maximizing Your Cross-Selling & Up-Selling Efforts**
George Cornelius, GC & Associates, UK
- 6) **Performance Management : What's the Buzz?**
Marilyn Saulnier, Strategic Agility, USA

**CALL CENTRE SITE VISIT/
VISIT TO MECC '09 EXHIBITION**

- ❖ An abstract on each presentation and the latest conference details may be found at www.insights-me.com
- ❖ Main Conference delegates are also free to attend any Middle East Contact Centre 2.0 Forum sessions they choose

Feb 4, 2009

- 1) **Becoming A Better Leader**
Bob Furniss, Touchpoint Associates, Inc., USA
- 2) **Improving Your Call Centre's Value Proposition**
Tim Montgomery, The Service Level Group, USA
- *Morning Break* —————
- Case Study #1**
- 3) **Building A Consolidated Contact Centre For A Set of Group Companies** *TBA*
- Case Study #2**
- 4) **Call Centre People Development; Our Most Significant Investment.** *TBA*
- *Lunch Break* —————
- 5) **Monitoring What Matters**
Lesley Vereen, Service Agility, USA
- 6) **Preparing A Believable and Achievable Business Case**
Dr. Brownell O'Connor, The Contact Centre Doctor, Ireland

VISIT TO MECC '09 EXHIBITION

Who Should Attend?

- Contact Centre Managers/Senior Staff
- CRM Decision Makers
- Business Development Managers
- Corporate Management (CEO, MD, Director)
- Customer Service, Sales, Marketing Directors/Managers
- E-Commerce Strategists
- HR/Training Managers, Brand/Loyalty Managers
- Telecom/IT Managers
- Communications/Voice Specialists
- Internet Professionals
- Project & Network Planners
- Developer/Systems Integrator

Comments On MECC Speakers

Tim Montgomery is an amazing and engaging consultant, speaker and trainer.

Kathy Wright, Call Centre Manager, Dell Inc.

The way Bob Furniss delivered the message... with passion, integrity, sincerity, and emotion was of great inspiration to me.

Scott Klene, Director of Sales Operations, Nelnet - Consumer Solutions

Workshops

Feb 5, 2009

W1 - Managing a Small Call Center

Managing a small call centre has its own particular challenges. The mathematics favor larger call centres that handle higher call volumes since they are able to operate at higher occupancy rates while meeting their service level objectives. Small call centres must operate at lower occupancy rates to meet their SLOs reducing their productivity and confounding the senior executives who just don't understand the dynamics. Small call centre managers also typically fulfill multiple roles, struggle to get the required staff and are disadvantaged when competing for capital funding for technologies such as workforce management and quality monitoring. Attend this highly interactive session and learn the best strategies to effectively and efficiently manage a small call centre.

Marilyn Saulnier, Senior Consultant, Strategic Agility, USA

W2 - Elevating Your Quality Monitoring Program

Is quality monitoring just another reporting activity in your centre, or is it perceived as a process to understand your customers and leverage that knowledge across the organization? A strategic quality monitoring program is an ongoing journey of development. It requires continuous leadership commitment to elevate the value and improvement opportunities for individuals, the contact centre and the organization. In this interactive session you will learn how to use a proven model to assess the key processes of your quality monitoring program, identify gaps between current versus desired levels of development, identify best practices and gain support for needed resources.

Lesley Vereen, Senior Consultant, Service Agility, USA

W3 - From Service To Sales

Research confirms that over 50% of service calls can lead to sales opportunities. This one day workshop has been specifically designed to help line management and team leaders to recognise why, where and how to convert more of their inbound service calls into possible sales opportunities. It will cover all aspects of a Service to Sales call process, and provide ideas and direction for developing agents to make a shift from their reactive service call mindset to become proactive business generators working in an inbound service environment. The course will also include a range of ideas and techniques to help managers plan this transition, measure success and provide ideas for the ongoing development of the new contact centre culture.

George Cornelius, GC & Associates, UK

The World's Top Call Centre Experts Are Coming To MECC '09!



Bob Furniss, President, Touchpoint Associates, Inc.

As President of Touchpoint Associates, Inc., Bob Furniss works with organizations to increase productivity and profits by bringing out the best in their people. Beginning as an agent more than 25 years ago, he understands call centers from the inside out. He has consulted in the areas of leadership and service with some of the top companies in America—FedEx, Corporate Express, DePaul University, Delta Airlines, Hanley Wood and more.

Bob is a member of the National Speaker Association and is a featured speaker at many industry conferences, including ACCE, Call Center Demo, ICCM and CRM Solutions. His favorite topic focuses on building effective relational leaders. Bob's new book, co-authored with long-term friend and colleague Scott Thomas, Ideas At Work—Powerful Ideas to Transform Your Contact Center has become a top-seller in the call center industry.

Tim Montgomery, Founder, The Service Level Group



As a seasoned industry executive, popular speaker and highly regarded consultant, Tim Montgomery has guided thousands of contact center agents and leaders to improve individual and team performance, and exceed operational objectives. Drawing from these interactions and his extensive real-world experience, Tim founded The Service Level Group to help contact centers leverage the competitive advantages they have right at their finger tips. During his career, Tim has held a variety of leadership positions – everything from Call Center Manager to Vice President of Sales and Operations. His hands-on contact center leadership experience was fine-tuned by working for three of the most celebrated service companies in the world – USAA, The Coca-Cola Company and The SCOOTER Store.



Marilyn Saulnier, Senior Consultant, Strategic Agility

Marilyn Saulnier is a Senior Consultant with Strategic Agility bringing more than 25 years of experience in call centre operations and consulting to her projects. Marilyn has worked with clients across a broad range of industries to improve the efficiency and effectiveness of their call centres and the quality of their customers' experience. She has broad expertise including strategic planning, workforce management, quality and training programs, and educating senior management and front line agents on the unique dynamics of call centres. Her consulting experience includes such clients as Bahamas Telecommunications Company, State Farm Insurance, National Cancer Institute, and Target Financial Services.

Ms. Saulnier is frequent speaker at industry events and has written many articles for call centre publications. She has a Bachelor's Degree in Business Management from Northeastern University in Boston and served on the Board of Directors for the New England Telecommunications Association for several years.

Lesley Vereen, Senior Consultant, Service Agility



Lesley Vereen is a Senior Consultant with Service Agility. Her 18 years of call center experience includes management, consulting and training across a wide range of industries.

With a focus on quality and performance improvement initiatives, she has led improvements in customer access and satisfaction through development of efficient call handling procedures, and implementation of quality monitoring and coaching programs. Her extensive domestic and international experience includes working with clients to assess and develop quality improvement opportunities, implement training programs, improve operational processes and analyze call handling processes. Her international experience includes the Bahamas Telecommunications Company, Philippine Long Distance Phone Company, ePerformax (Philippines) Banorte Bank (Mexico), SunLife and Co-Operators (Canada). U.S. clients include State Farm Insurance, Convergys and National Cancer Institute. Lesley is a frequent speaker at industry conferences and has written articles for industry publications. Lesley is graduate of East Carolina University and a member of the American Society for Training and Development.



George Cornelius, GC & Associates, UK

George Cornelius can demonstrate over 15 years of proven successful training and developing contact centre personnel throughout the United Kingdom and Europe. His expertise lies in helping progressive companies convert their Service or Reactive Call Handling Agents into Proactive Sales people that add value to the business at every opportunity. George has delivered a range of development programmes across a wide variety of market sectors including holiday & leisure, finance, information technology, public services and high street retail. Amongst the UK household names that have retained his services are, Buckingham Palace, The Tussauds Group, Bet Direct, Dixons, Scottish & Newcastle Brewery, Six Continents Hotel Group, National Australia Group, London City Airport, Matalan, Herbal Life Europe, Diners Club and Debt Free Direct to name but a few.

George delivers his up to date training material in a fun, upbeat and motivational manner that is designed to hold the delegates attention and achieve positive results.

Event Format

Feb 2	Feb 3	Feb 4	Feb 5
Pre-Conference Tutorials	Main Conference *		Post-Conference Workshops
Tutorial 1 - T1	Day 1 Main MECC '09 Conference	Day 2 Main MECC '09 Conference	Workshop 1 - W1
Tutorial 2 - T2	Visit MECC '09 Exhibition		Workshop 2 - W2
Tutorial 3 - T3			Workshop 3 - W3

* MECC '09 Main Conference Delegates Can Also Attend Presentation Sessions In The Contact Centre 2.0 Forum

Conference Delegates Receive Free Attendance To The MECC '09 Exhibition, The Largest Showcase Of Call Centre Vendors Ever Assembled In One Place. Here You Can

- Test drive the latest developments in contact centre technology and services
- Explore and compare business solutions (and special MECC offers) with the region's leading suppliers
- Receive expert guidance and free consultancy at the MECC '09 Learning & Development Zone
- Relax with fellow industry professionals in the special VIP meeting area
- Collect valuable reference material such as white papers, case studies, market-analysis and magazines

Exhibition Venue



Dubai International Convention & Exhibition Centre.

Timings

February 3
10.00 am - 6.00 pm
February 4
10.00 am - 6.00 pm



Product/Service Profile

- Automatic Call Distribution (ACD)
- Business Process Outsourcing (BPO)
- Call Recording/Analytics
- Computer Telephony Integration (CTI)
- CRM
- Customer Care & Complaints
- Customer Retention
- Customer Service & Support
- Helpdesk Solutions
- Interactive Voice Response (IVR)
- IP Telephony
- Knowledge Management
- Outsourced Call Centre Services
- Real-time Performance Management
- Predictive Dialling
- Sales Force Automation (SFA)
- Training/Consultancy/Certification
- Unified Communications
- Video Contact Centre
- Workforce Management

Delegates Can Also Take Advantage Of A Special CEM Certification Program Running Alongside MECC '09. For More Details Call +971-4-3329211