



# NASHVILLE

**THE WORLD'S LARGEST CUSTOMER CONTACT EVENT SERIES**

OCTOBER 11-13, 2023 | GRAND HYATT NASHVILLE | #CCWNASHVILLE

PREMIUM SPONSORS



# DISCOVER THE FUTURE OF CUSTOMER CONTACT IN NASHVILLE

We are thrilled to invite you to Music City, USA, to celebrate 25 years of Customer Contact Week. CCW has grown from humble beginnings in 1999 as Call Center Week to become the premier annual gathering for thousands of customer contact and CX executives worldwide.

CCW was created to empower customer contact executives with a collaborative platform to explore best practices, innovative technologies, and essential customer service priorities. As the industry has evolved, so has CCW, continuously adapting to profound advancements in technology and shifting customer expectations.

This fall in Nashville, CCW continues that tradition by exploring digital transformation strategy, generative AI and emerging technologies, remote work, customer experience best practices, leadership & culture, and more. Our carefully curated agenda features thought-provoking keynotes, interactive workshops, and engaging think tanks, equipping you and your team with cutting-edge strategies and tactics to pave the way forward.

As we close out CCW's 25th season from October 11-13, 2023, we invite you to join us in Nashville, where cross-industry and cross-functional leaders will come together to share their expertise, best practices, and visions for the future of CX and all things customer contact.

Secure your spot at CCW Nashville today and prepare to embark on an unforgettable journey that will redefine the way you approach customer contact and CX.



**Amanda Caparelli**  
Senior Analyst & Conference Director  
Customer Management Practice



## CCW 2023 ADVISORY BOARD

The Advisory Board serves as a conduit for information across the Customer Contact Week series from a wide range of industries and verticals, supporting the strategic positioning of the brand, marketing and communication, editorial content, and subject matter expertise.



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Center Operations  
**Leaf Home**



Jeff Beelman  
VP, Contact/Service  
Center  
**MAXIMUS**



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Experience and  
Clinical Access  
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Centers, Sr. Director,  
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**Arise Virtual Solutions**



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Engagement and  
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Planning, Service  
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Customer Care  
**Hilton**



Brandee Sanders  
VP, Demand  
Generation  
**Observe.AI**



Troy Shaffer  
VP, Contact Center  
Operations  
**SCAN Health Plan**



Einat Weiss  
CMO  
**NICE**



## CCW EARLY CONFIRMED SPEAKERS



Lilliette Davidson  
Senior Director, Sales Operations &  
Customer Service  
**Staples Professional**



Dee Quilliams  
VP Member Services  
**ParkMobile**



Todd Sale  
SVP Customer Experience  
**FLEETCOR**



Bruce Tulgan  
CEO  
**Rainmaker Thinking**

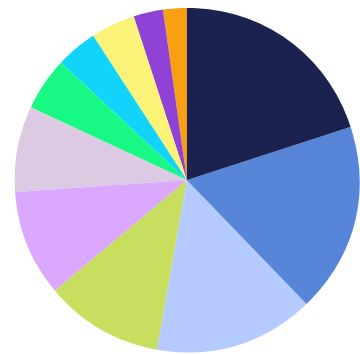


WHAT PAST ATTENDEES ARE SAYING ABOUT CCW NASHVILLE

“CCW provides an incredible amount of information, great networking opportunities and awesome products to fill our needs!”

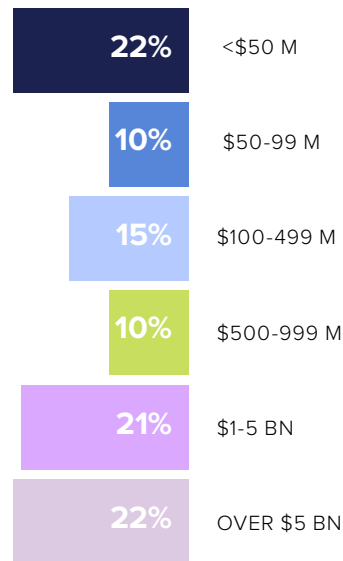
WHAT PAST ATTENDEES ARE SAYING ABOUT CCW NASHVILLE

### INDUSTRY BREAKDOWN

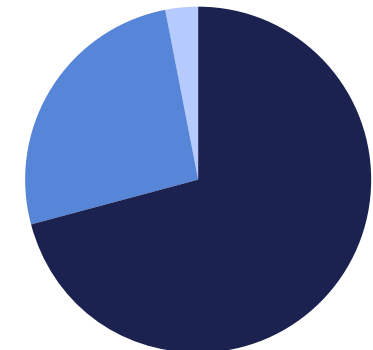


- 20% Banking & Finance
- 18% Retail & Manufacturing
- 15% Healthcare & Pharma
- 11% Travel & Hospitality
- 10% Technology
- 8% Utility & Energy
- 5% Insurance
- 4% Media & Entertainment
- 4% Food & Beverage
- 3% Public Sector
- 2% Infrastructure & Constructions

### ANNUAL COMPANY REVENUE

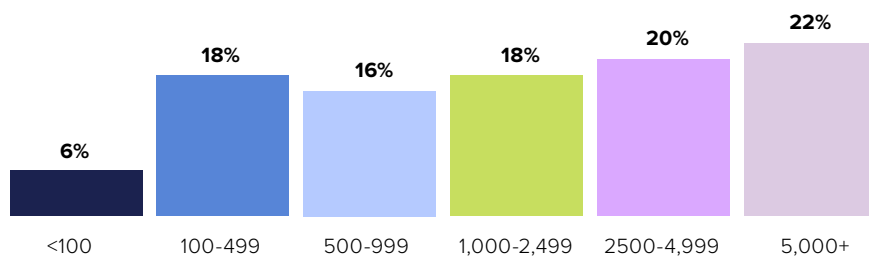


### ATTENDEE SENIORITY

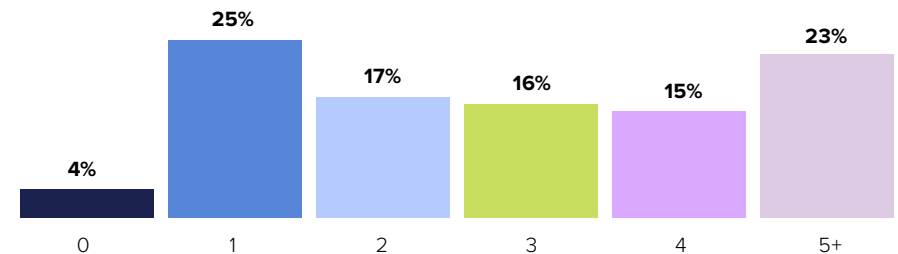


- 71% C-Suite, VPs, & Directors
- 26% Managers
- 3% Analysts & Specialists

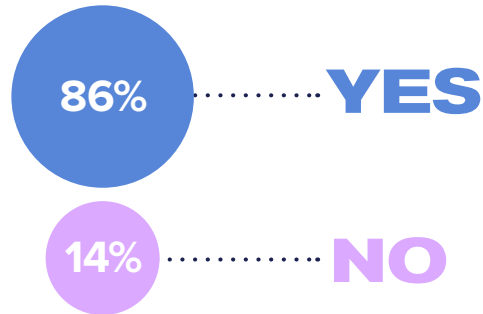
### COMPANY SIZE



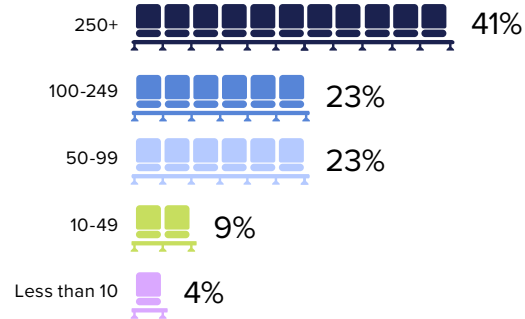
### # OF CONTACT CENTER SITES



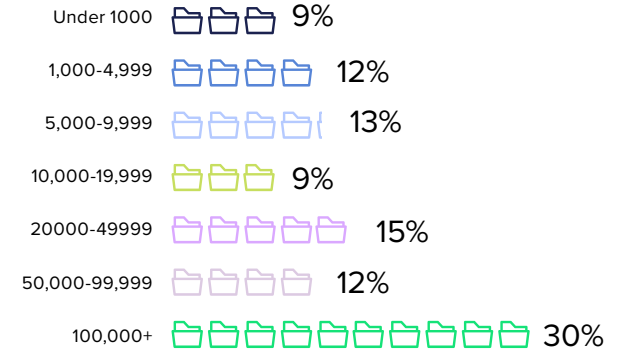
### CONTROLS OR DIRECTLY INFLUENCES BUDGET



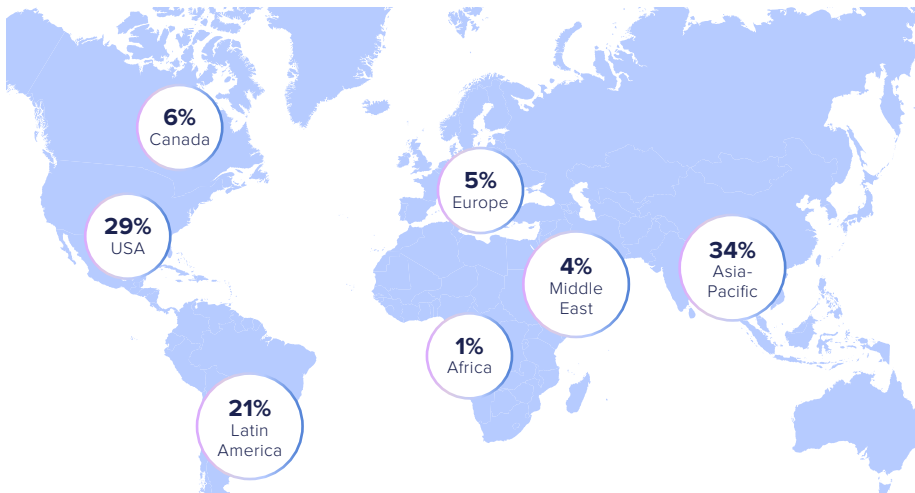
### AVERAGE AGENT SEATS PER SITE



### # OF TICKETS HANDLED EACH MONTH



### ATTENDEES POTENTIAL OUTSOURCING REGIONS



### DIGITAL TRANSFORMATION & INNOVATION

Discover the latest strategies, tools, and technologies to drive successful digital transformation initiatives in customer contact centers. Learn how to stay ahead of the curve and leverage innovation to enhance customer experiences and optimize operations.

### GENERATIVE AI & EMERGING TECHNOLOGIES

Artificial intelligence has taken the world by storm and will not be slowing down anytime soon. We will feature a variety of sessions centered on generative AI and other emerging technologies in the customer contact space today.

### OMNICHANNEL & SELF SERVICE

Learn how to optimize your omnichannel strategy, integrate self-service options, and harness the power of conversational AI to provide a seamless, differentiated, and connected customer experience across all channels.

### WORKFORCE MANAGEMENT

Gain insights into managing and motivating remote and hybrid teams, hiring and retaining top talent, and implementing effective training programs. Learn how to adapt to changing workforce trends and create an environment that fosters employee growth and satisfaction.

### LEADERSHIP & CULTURE

Explore best practices for building a high-performance culture, developing strong leadership skills, and fostering employee engagement. Gain insights into creating an empathetic, diverse, and inclusive work environment to drive exceptional customer experiences.

### CONTACT CENTER OPERATIONS & EFFICIENCY

Dive into practical solutions for enhancing contact center operations, increasing efficiency, and improving agent productivity. Learn from industry experts how to overcome common challenges, streamline processes, and maximize the value of your resources.

### CUSTOMER EXPERIENCE & ENGAGEMENT

Explore the latest trends and best practices in customer experience (CX) and engagement. Learn how to create personalized, seamless, memorable experiences across various touchpoints, leveraging journey mapping, design thinking, and other innovative strategies.

### INDUSTRY INSIGHTS & BEST PRACTICES

Industry leaders share their experiences, insights, and best practices in delivering exceptional customer service. Learn valuable lessons from real-world case studies, success stories, and expert discussions tailored to specific industries.





## CCW SCHEDULE AT A GLANCE

### DAY ONE

**WED | OCT 11**

Check-In & Breakfast

WORKSHOPS & CCWOMEN SUMMIT BEGIN

Lunch

WORKSHOPS & CCWOMEN SUMMIT CNTD.

CCW WELCOME PARTY



### DAY TWO

**THU | OCT 12**

Check-In & Breakfast

MAIN STAGE SESSION 1

Expo Hall Grand Opening

BREAKOUT SESSIONS

Lunch

BREAKOUT SESSIONS

Networking Reception

Expo Hall

MAIN STAGE SESSION 2

Cocktail Reception

Expo Hall

### DAY THREE

**FRI | OCT 13**

CCWomen Breakfast

MAIN STAGE SESSION 3

Networking Reception

Expo Hall

BREAKOUT SESSIONS

Lunch

BREAKOUT SESSIONS

Networking Reception

Expo Hall

MAIN STAGE SESSION 4

CCW Prize Drawing

[VISIT WEBSITE](#)





## **GRAND HYATT NASHVILLE**

1000 BROADWAY, NASHVILLE, TN 37203

Phone: 1-615-622-1234

Stay in the middle of the action at Grand Hyatt Nashville, your downtown upscale retreat. Within walking distance of The Gulch and Midtown, our Broadway hotel features one of the highest outdoor rooftop bars in Music City, a rooftop pool, a spa and seven food and beverage experiences.

**Group Rate:** \$329+tax/night for the duration of our event

This rate is also good for 3 days before the event (Oct 8, 9, 10) and 3 days after the event (Oct 14, 15, 16) but are limited.

**Room block cut-off date:** September 12th, 2023

**Hotel check-in:** 4pm, check out: 11am

**Phone Reservations:** 615-622-1234

If placing your reservation over the phone, please identify you are part of Customer Contact Week or reference our group code, G-CCWN, to ensure the special rate.

**BOOK NOW**

## CCW PRICING & REGISTRATION

Register now and book at the lowest rate available.

Check out the registration options below and if you're looking for custom pricing to attend CCW Nashville, contact us and we'll be in touch.



Email [info@customermanagementpractice.com](mailto:info@customermanagementpractice.com)



Register online [www.customercontactweekfall.com](http://www.customercontactweekfall.com)

## BUY ONE, GET TWO FREE\*

Bring your team to Nashville and experience all that CCW has to offer.

\*This promotion ends June 23rd, 2023 and is valid for end users off standard packages only. CMP reserves the right to determine who qualifies as an end user.

**REGISTER NOW**



## END USERS

### GENERAL ADMISSION

10/11 - 10/13

~~\$3,999~~  
**\$1,599**

Customer Contact Week is produced by CMP. CMP reserves the right to determine who qualifies as an end user. Those who are determined a vendor will be denied access to End-User pricing. These prices are featured as a limited time only promotion. CMP reserves the right to increase these prices at its discretion.

Please note multiple discounts cannot be combined. A \$99 processing charge will be assessed to all registrations not accompanied by credit card payment at the time of registration.

**MAKE CHECKS PAYABLE IN U.S. DOLLARS TO:**  
**Customer Management Practice**

\*CT residents or people employed in the state of CT must add 6.35% sales tax.

**Details for making payment via EFT or wire transfer:**  
JP Morgan Chase & Co. Penton Learning Systems LLC dba CMP  
Account#: 937-332641  
ABA/Routing#: 021000021  
Reference Code: 27632.007

## VENDORS

### 2-DAY PASS

10/12 - 10/13

~~\$4,999~~  
**\$3399**

**Payment Policy:** Payment is due in full at the time of registration and includes lunches and refreshment. Your registration will not be confirmed until payment is received and may be subject to cancellation.

Please view CMP's **cancellation policy**.

**Special Dietary Needs:** If you have a dietary restriction, please contact Customer Service at 1-800-882-8684 to discuss your specific needs.

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### GENERAL ADMISSION

Interactive Pre-Conference Day

MAIN STAGE SESSIONS

Expo Hall Access

THINK TANK DISCUSSIONS

Case Study Sessions

NETWORKING OPPORTUNITIES

Breakfast & Lunch Provided

MOBILE APP ACCESS

With sponsorship, branding, and speaking opportunities, Customer Contact Week's offerings can help your organization achieve its goals. Let's connect and chat further.

## SPEAKERS + PROGRAM



**Amanda Caparelli**  
Senior Analyst & Conference Director  
**Customer Management Practice**  
✉ [amanda.caparelli@cmpteam.com](mailto:amanda.caparelli@cmpteam.com)

## SPONSORSHIP



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Head of Sponsorship Sales, CMP Events & Digital  
**Customer Management Practice**  
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# GET SOCIAL!



# GET SOCIAL!

## LET'S GET SOCIAL!

