



CSPN

19th ANNUAL CUSTOMER SERVICE CONFERENCE



19th **annual**

MISSISSAUGA CONVENTION CENTRE
WWW.AMAZEYOURCUSTOMER.COM

CUSTOMER SERVICE CONFERENCE

MAY 11TH - 13TH, 2016

Culture of Service

TOGETHER WE'RE BETTER

Neuromarketing & Emotional Purchasing | Delivering the Brand through Employees
Alternate Work Arrangements (AWA) | Mindfulness | Challenge of Change

Hear from these Expert Speakers:



Dave Pitsch
Director, Guest Education Centre
Lululemon Athletica



Dina Sergi
Manager, Human Resources
The Shopping Channel



Lyell Farquharson
Vice President, Sales
WestJet Airlines

Attain Crucial Insights from these Customer Service Leaders

1. Microsoft Inc.
2. Lululemon Athletica
3. WestJet Airlines
4. World Vision Canada
5. The Shopping Channel
6. KPMG
7. Canada Hearing Centre Ltd.
8. Global RESP Corp.
9. Moneris Solutions
10. Canada Post

Sponsored by:



Microsoft



**INTERACTIVE
INTELLIGENCE**
DELIBERATE INNOVATION

CUTTING EDJJ
CONSULTING



CHOOSE YOUR TRACK

- >> 2 Days with 2 Tracks
- >> Choose the topic that interests you the most

Customer Experience:



This year's theme is "Culture of Service – Together We're Better". Join us as we explore the many noteworthy ways that CX leaders are successfully navigating the multifaceted Customer Service and Customer Experience landscape. This year's sensational roster of speakers are all geared up and ready to share their insights, experiences and expertise on the topics that matter most when cultivating a culture of service excellence. Join our amazing mix of thought leaders, experts and professionals, spanning the private, not-for-profit and government sectors, and take away critical insights to help you and your company thrive in the Customer Experience world.

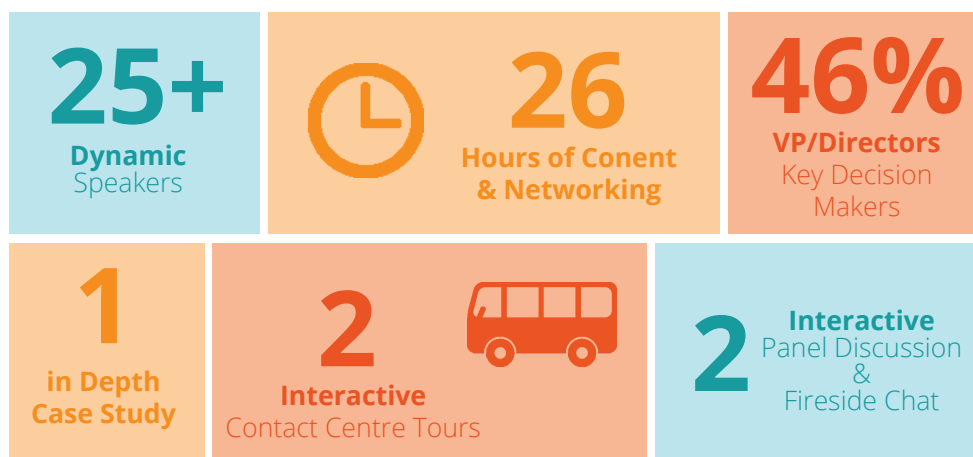
With so much valuable material to share and being one of the largest gatherings of Customer Service Professionals in Canada we are offering two tracks, 20 speakers and an opportunity to continue networking at the end of the day at our Wine & Cheese event. Expand your toolset, gather best-in-class practices, build relationships and discover together, how to build a culture of service excellence. Don't forget to bring your business cards and get ready to have fun, learn and meet some amazing people.

Dolly Konzelmann
President, Customer Service Professionals Network (CSPN)

Reasons to Attend

- Keep up with strategies and trends:** attending the CSPN Conference with over 150+ Customer Service industry participants enables you to stay current with emerging strategies and trends.
- Educational Opportunities:** the educational aspect of the CSPN Conference will have you leaving with knowledge and perspectives to help you support your business goals at work.
- Networking with Peers:** collaboration is the way to approach networking. People can help each other uncover ideas and spark inspiration when they get to know each other on a personal level.
- Encounter New Vendors and Suppliers:** discovering innovative products and services for your business is necessary to stay competitive in today's fast-paced world. Invest time with the sponsors at the event and turn them into friends and allies.
- Position Yourself as an Expert:** When you are active in your industry you can develop a reputation as an expert to your peers and clients. Clients feel good about doing business with those that are celebrated by their peers.

Event in Numbers



Some of our Past Attendees



Who Should Attend

1. Senior level VPs and Directors who are accountable for strategic planning and alignment
2. New and experienced Managers who are responsible for operational and tactical planning
3. Team Leads and Supervisors who are in charge of day to day operations, coaching and monitoring
4. Customer Service and Contact Centre Professionals who are the face and voice of the organization
5. Consultants and Training Specialists
6. Anyone in charge of customer loyalty, social media, operations or marketing

Register Today:

☎ 905-477-5544

✉ info@myCSPN.com

🌐 www.AmazeYourCustomer.com



Get your opinions heard

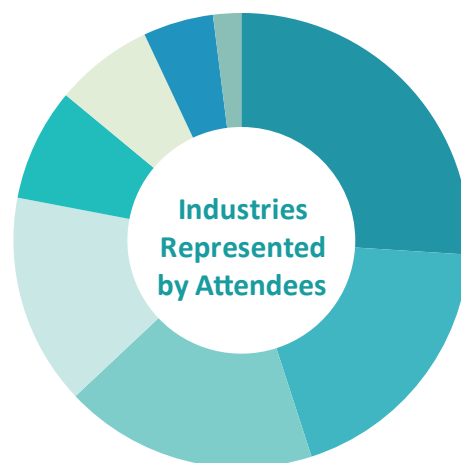
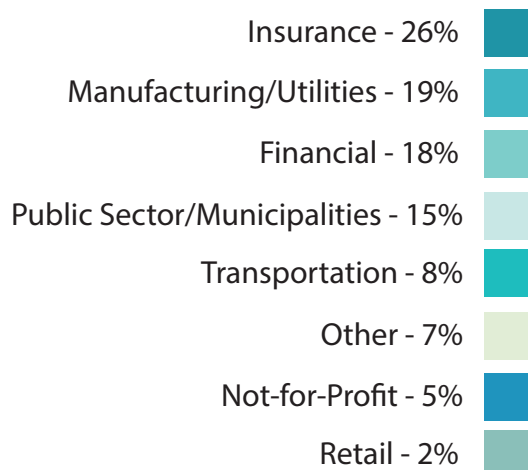
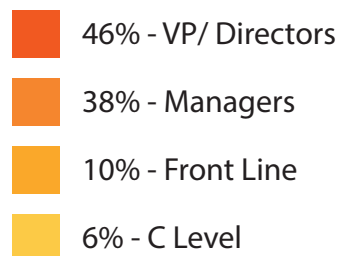
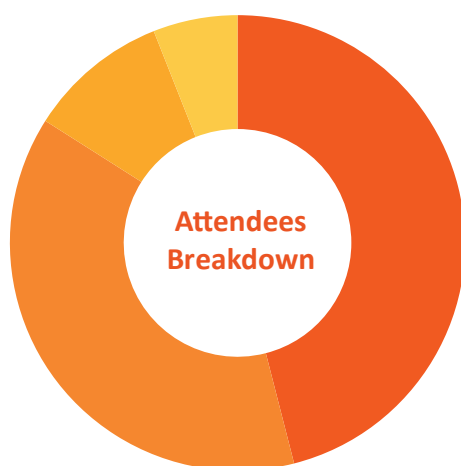
Follow us on Twitter @myCSPN.com, #CSPN2016, #2016CSCon

HRPA & RIBO Members:

Member of RIBO or the HRP? Earn Continuing Education Credits or Professional Development Units by attending our RIBO and HRP approved sessions! Contact us to learn all about it.



Meet the Attendees



TOUR LOCAL CONTACT CENTERS

An opportunity you don't want to miss!

Hosted by DHL Express (Canada), and The Shopping Channel. Participate in the guided tours and engaging presentations. Obtain unique insights into business operations, best practices, and an opportunity to discover the 'how' both organizations provide world class customer experience.

Includes transportation, breakfast, lunch and surprises.

**Book early as space is limited to 20 seats
Reserve your spot during registration**



DHL is the leading global brand in the logistics industry. DHL's family of divisions offer an unrivaled portfolio of logistics services ranging from national and international parcel delivery, international express, road, air and ocean transport to industrial supply chain management. With about 325,000 employees in over 220 countries and territories worldwide, DHL connects people and businesses securely and reliably, enabling global trade flows. With specialized solutions for growth markets and industries including e-commerce, technology, life sciences and healthcare, energy, automotive and retail, a proven commitment to corporate responsibility and an unrivaled presence in developing markets, DHL is decisively positioned as "The logistics company for the world".



Headquartered in Mississauga, ON, The Shopping Channel is a leading interactive, multi-channel retailer, offering a vast assortment of exclusive products and top brand names to its customers. As one of Canada's most innovative and diversified retailers, The Shopping Channel incorporates entertainment, inspiration, personalities and industry leaders to provide a unique shopping experience, where customers find exceptional selections in Health & Beauty, Jewellery, Home/Lifestyle, Fashion/Accessories, and Electronics. The Shopping Channel is a division of Rogers Broadcasting Limited (a subsidiary of Rogers Media Inc.).

The Shopping Channel has always provided customers with high-quality, exceptional value, and convenience - and we aim to do the same online.

SITE TOUR SCHEDULE

Wednesday, May 11, 2016

8:30AM-11:30AM - DHL Express

8:00 AM - Meet at Mississauga Convention Centre

8:15 AM - Bus Departs for DHL Express

8:50 AM - Breakfast and Networking

9:10 AM - Welcome and Introductions

9:20 AM - Presentation by DHL

10:10 AM - Tour

11:30 AM - Bus Departs for The Shopping Channel

11:45AM-3:10PM - The Shopping Channel

11:45 AM - Lunch and Networking

12:15 PM - Welcome and Introductions

12:30 PM - Presentation by The Shopping Channel

1:30 PM - Tour

2:45 PM - Bus Departs and Returns to Mississauga Convention Centre





Day 2: Thursday, May 12, 2016

| | | |
|---------------|---|--|
| 7:30 – 8:00 | Registration & Breakfast | |
| 8:00 – 8:15 | Opening Remarks | |
| 8:15 – 8:45 | Keynote Speaker Judy Croon Comedian, Motivational Speaker | |
| 8:45 – 9:15 | Session 1 Chris Watchorn <i>Director, Customer Service Network Effectiveness Canada Post</i> | |
| 9:15 – 10:15 | Session 2A Anne Day <i>Founder Company of Women</i> | Session 2B TBA <i>Vice-President Microsoft Inc.</i> |
| 10:15 – 10:45 | Break | |
| 10:45 – 11:45 | Session 3A Marilyn Saulnier <i>Director, Global Contact Centre Consulting Interactive Intelligence Inc.</i> | Session 3B Michael Decaire <i>Founder and Clinical Director FLEX Psychology</i> |
| 11:45 – 12:30 | Session 4 Christine Boyle <i>Senior Facilitator Customer Service Professionals Network</i> | |
| 12:30 – 1:30 | Network Lunch | |
| 1:30 – 2:30 | Panel Discussion Kim Overbye – <i>President/CEO, Ontario Property Management Group (OPMG)</i> Jane Torrance – <i>Director, Contact Centre, Just Energy</i> Marilyn Saulnier – <i>Director, Global Contact Centre Consulting, Interactive Intelligence</i> Louis Li – <i>Customer Contact Centre Manager, Personal Banking, BMO</i> | |
| 2:30 – 3:30 | Session 5A Lyell Farquharson <i>Vice President, Sales WestJet Airlines</i> | Session 5B Rabih Safadi <i>Director, Clinic Support & Client Service Canada Hearing Centre Ltd.</i> |
| 3:30 – 4:00 | Break | |
| 4:00 – 5:00 | Session 6A Raphael Ly – <i>Director of Digital Services</i> Daniel Resnick – <i>Director of Customer Strategy KMPG</i> | Session 6B Rich Batchelor <i>President Capillary Consulting Inc.</i> |
| 5:00 – 6:30 | Networking Hour: Best Practices and Cocktails | |

Day 3: Friday, May 13, 2016

| | | |
|---------------|--|---|
| 7:30 – 8:00 | Registration & Breakfast | |
| 8:00 – 8:15 | Opening Remarks | |
| 8:15 – 9:15 | Fireside Chat Mike Cooling – <i>Director of Customer Care, Purolator Inc.</i> Annmarie Greer – <i>Director of Operations, The Shopping Channel (TSC)</i> TBA – <i>Microsoft Inc.</i> | |
| 9:15 – 10:15 | Session 7A Anne Yurkiv – <i>Director of Supporter Care</i> Margaret Casar – <i>Quality Assurance Coordinator</i> <i>World Vision</i> | Session 7B Carmen Hogan <i>Vice President, Sales & Services</i> <i>Green Shield Canada</i> |
| 10:15 – 10:45 | Break | |
| 10:45 – 11:45 | Session 8A Dave Pitsch <i>Director, Guest Education Centre</i> <i>Lululemon Athletica</i> | Session 8B Geoffrey Assing <i>Director of Operations</i> <i>Global RESP Corporation</i> |
| 11:45 – 12:45 | Network Lunch | |
| 12:45 – 1:45 | Session 9A Dina Sergi <i>Manager, Human Resources</i> <i>The Shopping Channel</i> | Session 9B Michelle Musgrave <i>Director of Housing Operations</i> <i>Regional Municipality of York</i> |
| 1:45 – 2:15 | Break | |
| 2:15 – 3:15 | Session 10A Richard Antosik <i>Director, Customer Experience, Contact Centres</i> <i>Moneris Solutions</i> | Session 10B Jason Mclaughlin <i>Manager, Customer Interaction</i> <i>Municipal Property Assessment Corporation (MPAC)</i> |
| 3:15 – 4:15 | Session 11 Carol Sachowski <i>Owner, storycoaching inc.</i> | |
| 4:15 – 4:45 | Closing Remarks | |

For more details on the sessions, please visit
www.AmazeYourCustomer.com

"This conference is the perfect size! You get to hear and interact with keynote speakers and have meaningful conversations and connections that you can benefit from on an ongoing basis. Also enjoyed the flexibility of being able to pick the topics that were most relevant."

Sarah Hines
Sales Director
ResponseTek Networks



"I really enjoyed hearing about the new and innovative ideas in the customer service profession. It is also a great way to meet fellow customer service enthusiasts and share best practices. I would thoroughly recommend this conference as a Customer Service Must."

Lindsey Anslow
Manager,
Customer Contact Centre
Walmart Canada



"Everyone has experienced the horrors of poor customer service. Building a motivated team of strong problem solvers is tough. If you are looking to create and inspire a dynamic customer service team, I highly recommend bringing the team to meet the professionals at the annual customer service conference. It has been an excellent experience."

Wendy McClymont
Director, Customer
Service Professional



Accommodations

Park Inn by Raddison Toronto Airport West

175 Derry Road East | Mississauga, Ontario | L5T 2Z7

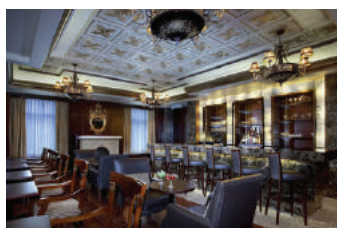
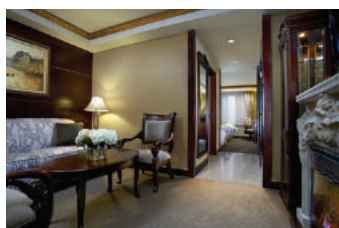
Boasting sophisticated, Victorian-inspired décor, on-site features that include an indoor pool and all-suite accommodations, the Park Inn by Radisson Toronto Airport West, ON has it all. Less than eight kilometres from Pearson International Airport (YYZ) and down the street from the Mississauga Convention Centre, our hotel's property provides a prime starting point for your stay in the Toronto area. On site guests enjoy dining at the Regent, working out in the fitness centre and finishing work in the business centre.

Preferred Rate

\$109.00 CAN for King or Dbl/Dbl Suites
Available until April 20, 2016, or until group block sold out

Reservations

Tel: 905-364-9999
Reference CSPN for preferred rate



Hampton Inn by Hilton Toronto-Mississauga

7040 Edwards Blvd. | Mississauga, Ontario | L5S 1Z1

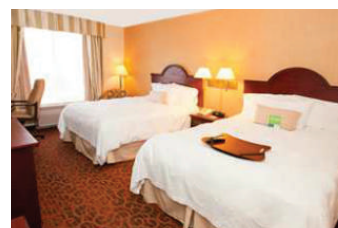
Begin each day, at your hotel in Mississauga, with a cup of fresh coffee brewed in your room, join us for Hampton's free hot breakfast in the dining area. Plan your day's activities using the free WiFi access in your room. Stroll or hike through the more than 481 parks and forests in Mississauga, Ontario. Visit the World Aviation Centre, just 6.5 kilometers from our door. Spend a day of family fun at Canada's largest water park, just 19 miles away — Paramount Canada's Wonderland offers 20 acres and 69 thrilling rides.

Preferred Rate

\$124.00 CAN for Standard King or Standard Queen room
Available until April 20, 2016, or until group block sold out

Reservations

Tel: 905-564-2122
Reference CSP or Customer Service Professionals Network for preferred rate



Conference Registration Form

Attendee #1 Information:

| |
|------------|
| Full Name: |
| Title: |
| E-mail: |
| Phone: |

Attendee #2 Information:

| |
|------------|
| Full Name: |
| Title: |
| E-mail: |
| Phone: |

All prices are in CAD, plus applicable taxes.
10% discount for groups of 3 or more.

Member
Rate

Public & Not-for-Profit
Sector Rate

Non-Member
Rate**

| | | | |
|---------------------------------|------------|----------|------------|
| 2 Contact Centre Tours (May 11) | \$199.00 | \$199.00 | \$249.00 |
| One-Day Conference (May 12) | \$619.00 | \$549.00 | \$789.00 |
| One-Day Conference (May 13) | \$619.00 | \$549.00 | \$789.00 |
| Two-Day Conference (May 12&13) | \$1,099.00 | \$899.00 | \$1,299.00 |

**Non-member Passes include a 1-year CSPN Individual Membership

Promo Code:

Registered By:

| | |
|-----------------------|--------------|
| Contact Name & Title: | |
| Company Name: | |
| Company Address: | City/Town: |
| Province/State: | Postal Code: |
| Phone: | Email: |

SMILE! You might be on camera. Occasionally CEC/CSPN will take video and/or photographs at our events to share on various websites and social media platforms. Do you consent to have your image used in this regard?

☐

YES

☐

NO

For Credit Card Payments, please complete Authorization Form below. For Invoicing, please contact us.

Credit Card Authorization

Head Office: 25 Royal Crest Court, Unit 5, Markham, Ontario, L3R 9X4
Tel: 905-477-5544 Fax: 905-940-1278

The completion and the signing of this document by the cardholder authorize Cutting Edj Consulting Ltd. (on behalf of CSPN) to process the following payment on my credit card.

Please Print:

| | |
|---------------|--|
| Company Name: | |
|---------------|--|

Payment Option (please check):

☐

Master Card

☐

Visa

| | | | | |
|------------------------------|--|--|--|--|
| Total amount to be charged: | | | | |
| Name on Credit Card: | | | | |
| Phone Number of Card Holder: | | | | |
| Card Number: | | | | |
| Card Expiration Date: | | | | |

Please email or fax your Registration and Credit Card Authorization forms to info@myCSPN.com or 905-940-1278 (Markham) – Secure Fax

If you must cancel your registration, please do so in writing (info@myCSPN.com) or by contacting us at 905-477-5544. A cancellation fee of \$100 per registration applies until March 31st, 2016. No refunds will be issued after March 31st, 2016. There is no charge for transferring your registration to someone you know - please contact us at info@myCSPN.com or at 905-477-5544. CSPN reserves the right to make changes in programming and speakers, or to cancel if enrollment 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 and 100% registration fees will be refunded. If you have any questions, please feel free to contact us at 905-477-5544 or info@myCSPN.com Thank you!

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