



19th **annual**

MISSISSAUGA CONVENTION CENTRE  
WWW.AMAZEYOURCUSTOMER.COM

Culture of Service

CUSTOMER SERVICE  
CONFERENCE

MAY 11<sup>TH</sup> - 13<sup>TH</sup>, 2016

TOGETHER WE'RE BETTER

Mississauga Convention Centre | 75 Derry Road West



905-477-5544 | [info@myCSPN.com](mailto:info@myCSPN.com) | [www.amazeyourcustomer.com](http://www.amazeyourcustomer.com)

- 3-Day Interactive Conference
- 2 Site Tours - DHL Express Canada & The Shopping Channel
- 2-Track sessions each day
- 150+ Attendees

- 20+ Speakers
- Panel Discussions
- Fireside Chat
- Wine & Cheese Networking Event
- Vendor Expo

Learn critical insights from:

**WESTJET**

lululemon  **athletica**

  
**York Region**

 **HOUSING  
YORK INC.**  
*Building Strong Communities*

 **World Vision**


Thank you to our Key Sponsors:



**INTERACTIVE  
INTELLIGENCE**

**CUTTING EDJJ**  
CONSULTING





**Day 1: Wednesday, May 11, 2016**

## Contact Centre Site Tours

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 Express (Canada) Ltd.

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".

## Site Tour Schedule

### **8:00 AM - 11:30 AM - DHL Express (Canada)**

8:00 AM - Meet at Mississauga Convention Centre  
8:15 AM - Bus Departs for DHL Express (Canada) Ltd.  
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

### **11:45 AM - 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



### The Shopping Channel

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.

## Day 2: Thursday, May 12, 2016

7:30 – 8:00	<b>Registration &amp; Breakfast</b>	
8:00 – 8:15	<b>Opening Remarks</b>	
8:15 – 8:45	<b>Keynote Speaker</b> Judy Croon Comedian, Motivational Speaker	
8:45 – 9:15	<b>Session 1</b> Chris Watchorn <i>Director, Customer Service Network Effectiveness</i> <i>Canada Post</i>	
9:15 – 10:15	<b>Session 2A</b> Anne Day <i>Founder</i> <i>Company of Women</i>	<b>Session 2B</b> Rich Batchelor <i>President</i> <i>Capillary Consulting Inc.</i>
10:15 – 10:45	<b>Break</b>	
10:45 – 11:45	<b>Session 3A</b> Marilyn Saulnier <i>Director, Global Contact Centre Consulting</i> <i>Interactive Intelligence Inc.</i>	<b>Session 3B</b> Jason Allen
11:45 – 12:30	<b>Mindfulness Session</b> Michael Decaire <i>Founder and Clinical Director</i> <i>FLEX Psychology</i>	
12:30 – 1:30	<b>Network Lunch</b>	
1:30 – 2:30	<b>Panel Discussion</b> 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	<b>Session 4A</b> Lyell Farquharson <i>Vice President, Sales</i> <i>WestJet Airlines</i>	<b>Session 4B</b> Rabih Safadi <i>Director, Clinic Support &amp; Client Service</i> <i>Canada Hearing Centre Ltd.</i>
3:30 – 4:00	<b>Break</b>	
4:00 – 5:00	<b>Session 5</b> Raphael Ly <i>Director</i> <i>KPMG</i>	
5:00 – 6:30	<b>Networking Hour: Best Practices and Cocktails</b>	

## Day 3: Friday, May 13, 2016

7:30 – 8:00	Registration & Breakfast	
8:00 – 8:15	Opening Remarks	
8:15 – 9:15	<b>Fireside Chat</b> Sue Motahedin <i>Toronto Transit Commission (TTC)</i> Annmarie Greer <i>The Shopping Channel (TSC)</i>	
9:15 – 10:15	<b>Session 6A</b> Anne Yurkiv – <i>Director of Supporter Care</i> Margaret Casar – <i>Quality Assurance Coordinator</i> <i>World Vision</i>	<b>Session 6B</b> Carmen Hogan <i>Vice President, Sales &amp; Services</i> <i>Green Shield Canada</i>
10:15 – 10:45	Break	
10:45 – 11:45	<b>Session 7A</b> Dave Pitsch <i>Director, Guest Education Centre</i> <i>Lululemon Athletica</i>	<b>Session 7B</b> Geoffrey Assing <i>Director of Operations</i> <i>Global RESP Corporation</i>
11:45 – 12:45	Network Lunch	
12:45 – 1:45	<b>Session 8A</b> Dina Sergi <i>Manager, Human Resources</i> <i>The Shopping Channel</i>	<b>Session 8B</b> Michelle Musgrave <i>Director of Housing Operations</i> <i>Regional Municipality of York</i>
1:45 – 2:15	Break	
2:15 – 3:15	<b>Session 9A</b> Richard Antosik <i>Director, Customer Experience, Contact Centres</i> <i>Moneris Solutions</i>	<b>Session 9B</b> Jason McLaughlin <i>Manager, Customer Interaction</i> <i>Municipal Property Assessment Corporation (MPAC)</i>
3:15 – 4:15	<b>Session 10</b> Carol Sachowski <i>Owner, storycoaching inc.</i>	
4:15 – 4:45	Closing Remarks	

For more details on the sessions, please visit  
[www.AmazeYourCustomer.com](http://www.AmazeYourCustomer.com)





19th **annual**

MISSISSAUGA CONVENTION CENTRE  
WWW.AMAZEYOURCUSTOMER.COM

CUSTOMER SERVICE  
CONFERENCE

MAY 11<sup>TH</sup> - 13<sup>TH</sup>, 2016

Culture of Service

TOGETHER WE'RE BETTER

## Conference Registration Form

### Attendee #1 Information:

Full Name:

Title:

E-mail:

Phone:

### Attendee #2 Information:

Full Name:

Title:

E-mail:

Phone:

### Attendee #3 Information:

Full Name:

Title:

E-mail:

Phone:

### Attendee #4 Information:

Full Name:

Title:

E-mail:

Phone:

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

Member  
Early Bird\*

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)

☐ \$549.00

☐ \$549.00

☐ \$789.00

One-Day Conference (May 13)

☐ \$549.00

☐ \$549.00

☐ \$789.00

Two-Day Conference (May 12&13)

☐ \$899.00

☐ \$899.00

☐ \$1,299.00

\*Early bird rate expires March 7, 2016 | \*\*Non-member Passes include a 1-year CSPN Individuals Membership

Registered By:

Promo Code: \_\_\_\_\_

Contact Name & Title:

Company Name:

Company Address:

City/Town:

Province/State:

Postal Code:

Phone:

Email:

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

Please email or fax your Registration and Credit Card Authorization forms to [info@myCSPN.com](mailto:info@myCSPN.com) or 905-940-1278 - Secure Fax  
Thank you!



19th **annual**

MISSISSAUGA CONVENTION CENTRE  
WWW.AMAZEYOURCUSTOMER.COM

Culture of Service

CUSTOMER SERVICE  
CONFERENCE

MAY 11<sup>TH</sup> - 13<sup>TH</sup>, 2016

TOGETHER WE'RE BETTER

## Credit Card Authorization

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

The completion and the signing of this document by the cardholder authorize Cutting Edjj 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](mailto:info@myCSPN.com) or 905-940-1278 (Markham) – Secure Fax

If you must cancel your registration, please do so in writing ([info@myCSPN.com](mailto: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](mailto: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](mailto:info@myCSPN.com)

Thank you!