**CANTO – 2nd Annual Marketing Forum**

***“Customer Experience Management to Increase Loyalty and Profitability”***

**Agenda – Third Draft, April 23, 2015**

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| **Day 1: July 30th – 8:30 am – 5:00 pm**  | **Time Frame** | **Schedule** |
| **Registration and Coffee** | 30 minutes | 8:30 am – 9:00 am |
| * Welcome Address – Julian Wilkins, Head of Group Telecoms Public Policy, Digicel and Chairman of CANTO (Confirmed)
 | 10 minutes | 9:00 am – 9:10 am |
| * Opening Remarks from the Chair – Melissa Harris, President, Telecom Training Corporation (Confirmed)
 | 10 minutes | 9:10 am – 9:20 am |
| * Presentation 1 (CASE STUDY) – Mariano Legaz, Florida Region President, Verizon (confirmed)

*“How Verizon Creates Winning Propositions That Deliver Value To Both The Business And The Customer”* | 45 minutes  | 9:20 am – 10:05 am  |
| * Speed Networking Session (Interactive Activity to Meet As Many Attendees as Possible)
 | 30 minutes | 10:05 am – 10:35 am  |
| **Networking Refreshment Break**  | 30 minutes | 10:35 am – 11:05 am  |
| * Moderated Panel Discussion (3 Presenters TBD)

*“Techniques to Improve Customer Journey Roadmaps, Net Promoter Scores (NPS), Voice of the Customer (VOC), and Customer Satisfaction (CSAT)”* | 90 minutes  | 11:05 am – 12:35 pm  |
| **Networking Lunch** | 60 minutes | 12:35 pm – 1:35 pm  |
| * Presentation 2 – Dionne Chamberlain Miranda, Managing Director/Lead Consultant, Chamberlain Consulting and Former Chief Customer Service Officer, Belize Telemedia (Confirmed)

*“Relationship Building with Employees to Create More Loyal Customers”* | 45 minutes  | 1:35 pm – 2:20 pm  |
| * Interactive Round Table Discussions (4 Topics & 4 Facilitators TBD)
	+ *How To Break Down Departmental Silos And Stimulate Cross-Functional Collaboration In Order To Improve The Customer Experience*
	+ *How to Obtain Company-Wide Commitment for CEM Success*
	+ *How To Make The Customer Experience Relevant To Staff Within Departments That Are Not Traditionally Associated With Customer Care*
	+ *Determining How To Incentivize Your Employees And Drive Accountability For Improving The Customer Experience*
 | 60 minutes | 2:20 pm – 3:20 pm  |
| **Networking Refreshment Break**  | 30 minutes | 3:20 pm – 3:50 pm  |
| * Presentation 3 - Tequea Batson Diaz, Presdient, Visible Dreams Coaching and Former Call Center Director, Sprint (Confirmed)

*“Empowered Employees Maximize the Customer Experience”* | 45 minutes | 3:50 pm – 4:35 pm  |
| * Interactive Wrap-Up Activity
 | 15 minutes | 4:35 pm – 4:50 pm  |
| * Closing Remarks from the Chair
 | 10 minutes | 4:50 pm – 5:00 pm  |
| **Networking Reception**  | --  | 5:30 pm – 7:30 pm  |

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| **Day 2: July 31th – 8:30 am – 5:30 pm**  | **Time Frame** | **Schedule** |
| **Registration and Coffee** | 30 minutes | 8:30 am – 9:00 am |
| * Opening Remarks from the Chair
 | 10 minutes | 9:00 am – 9:10 am |
| * Presentation 4 (CASE STUDY): Leon Williams, CEO, Bahamas Telecommunications Company and CANTO Director (To Be Confirmed)

*“Strategies to Improve BTC’s Net Promoter Score (NPS)”* | 45 minutes | 9:10 am – 9:55 am |
| * Interactive Customer Issue Resolving Session (Each attendee will be assigned a challenging CEM customer issue to develop potential solutions with colleagues)
 | 60 minutes | 9:55 am – 10:55 am |
| **Networking Refreshment Break**  | 30 minutes | 10:55 am – 11:25 am  |
| * Presentation 5: Carlos Bosch, Outreach Director, GSMA (To Be Confirmed)

*“Using Technology to Improve CEM”* | 45 minutes | 11:25 am – 12:10 pm |
| * Presentation 6: Melissa Harris, CEO, Telecom Training Corporation (Confirmed)

*“CEM & Retention Strategies to Increase Loyalty and Profitability”* | 45 minutes | 12:10 pm – 12:55 pm  |
| **Networking Lunch** | 60 minutes | 12:55 pm – 1:55 pm |
| * Interactive Roundtable Discussions (3 topics)
* *How to Use CEM as a Competitive Differentiator?*
* *How To Use Your Data To Better Understand Your Customers And Use This Intelligence To Improve The Customer Experience?*
* *How to Deliver Effective And Empathetic Customer Service While Maximizing Cross-Selling And Up-Selling Opportunities?*
 | 60 minutes | 1:55 pm – 2:55 pm |
| * Presentation 7: Speaker To be Confirmed

*“Establishing How To Radically Improve The Customer Experience Through The Use Of Social Media”* | 45 minutes | 2:55 pm – 3:40 pm  |
| **Networking Refreshment Break**  | 30 minutes | 3:40 pm – 4:20 pm  |
| * Interactive Wrap Up Session
 | 15 minutes | 4:20 pm – 4:35 pm  |
| * Action Plan Development
 | 15 minutes | 4:35 pm – 4:50 pm |
| * Closing Remarks from the Chair
 | 10 minutes | 4:50 pm – 5:00 pm  |