

2012 ATA Convention & EXPO | April 29 – May 2 | Hollywood, FL | Westin Diplomat

**CALL FOR SPEAKERS**

**Submission Deadline: January 31, 2012**

**APPLY: [ATAconnect.org/convention/callforspeakers](http://ATAconnect.org/convention/callforspeakers)**

## Presentation/Panel Proposal Information

The following are seed topics for you to consider. This year's theme is "Managing Customer Experience in a Digital World". However, complimentary topics will be considered provided they are related to the customer care or contact center industries.

- Multi-Channel Customer Support
- Building Customer Relationships
- Measure the Value of Customer Experience Efforts
- Digital Transformation of the Contact Industry

**Above all else**, please describe your presentation in a way that helps us see how it will help our attendees. While we appreciate presentations with case studies and statistics that support the topic we strongly recommend, and will show preference to, presenters that can tell a story in a way that will delight and inspire the audience.

### General Rules and Requirements for Speakers

- ATA reserves the right to decline speaker proposals clearly reflecting a commercial "pitch".
- Content should be well organized into an ATA Convention branded Power Point presentation (provided) and must be provided to the ATA well in advance of the event.
- Presenters and panelists will be expected to dress in professional business attire for their session.
- If you propose a panel and your proposal is accepted, you are responsible for securing all panelists, and submitting all speaker forms, presentation slides and any other necessary materials.
- Speakers that are selected are expected to speak. This means that if organizational changes, availability, or other reasons cause the speaker to be unable to speak, the ATA in its sole discretion will determine whether to cancel a session, change the speaker, or make other arrangements.
- Presenters will be required to submit a print-quality (high-resolution) photo and 50-word biography within 2 weeks or the ATA's direct request upon being selected.

#### ***Example Presentation Title & Description***

***Title:*** *14 Strategies to Successful Respond to a Government Investigation*

***Description:*** *This presentation will provide a first-hand account of navigating an investigation by the FTC that resulted in no negative findings and no fines. You'll hear the story behind an actual case file including correspondence with the FTC, and the circumstances that led to creating company policies that led to a powerful and, by some accounts, surprising conclusion. We'll explore 14 new strategies that are immediately applicable, regardless of which segment of the industry you serve.*

***Attendees will learn:***

- *How to implement new strategies that will help to successfully defend an FTC investigation*
- *How to recognize the correlation between the strategies implemented and the protective components of the SRO accreditation process*
- *A 15-step checklist to maintain a defensible position at all times*

*I have shared this presentation 4 times in front of large and small audiences. I can provide audience feedback in the form of testimonials upon request.*

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