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ICMI:

Contact Center Expo & Conference brochure

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contact center expo & conference

The Largest Industry Event of the Year

MAY 4 – 7, 2015 • WALT DISNEY WORLD® RESORT, FL

MEETING YOUR GREAT EXPECTATIONS!

Keynote Presentations by:

Dennis Snow, Customer Service Expert and Author, Lessons From the Mouse

Eric Wahl, Graphics Artist and Author, The Art of Leadership

Special Offer

GET A FREE DAY! \$300 SAVINGS

Register with promo code **FREEDAY**. Offer expires February 20.

Diamond Sponsors

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Gold Sponsors

Seven Tracks

New, Broader Program!

New! Small Contact Center Management

This track addresses the specific challenges of small contact centers (from 2 to 50 agents), providing the tools, strategies and tips you need to optimize your resources for success.

New! Talent Acquisition and Management

As Contact Centers strive to attract and retain top talent, the relationship with Human Resources is becoming increasingly critical and necessary. This track offers guidance, case studies and insight for Human Resource and Contact Center professionals.

New! Encore Favorites

With such a wide variety of hot topics at the conference, it's not always easy to choose which session to attend over another. This track brings you the most popular sessions for an "encore" performance so you can be sure not to miss them!

People Management

Ideas and resources to tackle the tough issues of hiring, mentoring, coaching and motivating, plus strategies for supervisor success.

Operations Management

Actionable ideas around critical operations topics, such metrics, technology, multichannel, outsourcing, and workforce optimization.

Strategy and Leadership

Inspiration and best practices from frontrunners in the industry to help you lead your team to success.

Technology Management

How to select and use contact center technology to get the job done, plus how to coordinate implementation across the organization.

Case Studies

PRE-9: Road to Talent Success: The Partnership Between HR & Contact Centers

SESSION 102: The Next 90 days: 10 things to Do When You Inherit a Contact Center

SESSION 103: Customer Effort vs. Customer Delight, Find the Ultimate Balance!

SESSION 106: How Your Small Contact Center Can Produce Big Results

SESSION 203: Managing Contact Center Change with the Change Agents

SESSION 204: We Moved...to the CLOUD

SESSION 304: Bridging the Divide Between IT Support and Operations

SESSION 306: Driving Process Improvements to Increase Overall Effectiveness

SESSION 401: Certification: The Key to Employee Engagement

SESSION 404: Real-Time Customer Experience Management: On the Rise and Paving the Way

SESSION 406: Managing Remote Workers in a Small Contact Center Environment

SESSION 501: Creating a Positive Culture — and Engaged Employees — With a Remote Workforce

SESSION 504: Mayday, Mayday: How Time Warner Cable uses Live Video Assistance to Help Mobile Customers

SESSION 505: The Impact of Multitasking Ability On Bottom-Line Results

SCHEDULE

Sunday, May 3

4:00PM – 7:00PM Registration

5:00PM – 7:00PM Pre- & Post Party

Monday, May 4 — Pre-Conference

Exhibit Hall Hours 5:00PM - 7:00PM

6:30AM – 7:00PM Registration

7:00AM – 8:30AM Breakfast

8:30AM – 12:00PM PRE-1 Site Tours

PRE-1 Driving Business Results with a Culture of Trust

PRE-2 The Principles of Effective Contact Center Management

PRE-3 The Power of Now: Secrets to Successful Customer Journey

PRE-4 Shaping Your Contact Center's Role in an Omni-Channel Strategy

12:00PM – 1:30PM Lunch

1:30 PM – 5:00PM PRE-5 Site Tours

PRE-5 High Performance Management: Getting the Most Out of Contact Center Agents

PRE-6 Developing a Customer Experience Strategy in an Omni-Channel World

PRE-7 Transform Your Leadership Preparing for Mega-Trends and Gen 2

PRE-8 Contact Center Technology 101

PRE-9 Road to Talent Success: The Partnership Between HR & Contact Centers

5:00PM – 7:00PM Expo Hall Back and Special Preview

Tuesday, May 5 — Main Conference

Exhibit Hall Hours 10:00AM - 2:00PM

7:00AM – 6:30PM Registration

7:15AM – 8:15AM Industry Roundtable: Threats

8:15AM – 10:00AM Welcome & Keynote Presentation

10:00AM – 12:30PM Visit the Expo Hall — Book Signings & Lunch

12:30PM – 1:30PM Lunch in the Expo Hall

Conference Session Pre-1

2:00PM – 3:00PM SESSION 101 Tackling Free Hidden Costs of Poor Customer Service

SESSION 101 The Next 90 Days: 10 Things to Do When You Inherit a "Red Hot" — Your Contact Center

SESSION 102 Customer Effort vs. Customer Delight: Find the Ultimate Balance!

SESSION 106 Analytics: Your Next Technology Success Story

SESSION 103 No More No Time — Choose the Two Most Common Employee Development Challenges

SESSION 104 How Your Small Contact Center Can Produce Big Results

SESSION 107 Quality Assurance Tips From the Pros

Conference Session Pre-2

3:15PM – 4:15PM SESSION 201 Why Don't You Have Time to Coach? You're Coaching the Wrong People!

SESSION 201 Change is Good: Successfully Navigating Change in Your Contact Center

SESSION 203 The Power of Now: Secrets to Successful Customer Journey

SESSION 204 We Moved...to the CLOUD

SESSION 205 Bridging the Divide Between IT Support and Operations

SESSION 206 Scheduling & Forecasting in a Small Contact Center

SESSION 207 Moving Metrics Into Action

Conference Session Pre-3

4:30PM – 5:30PM SESSION 301 From Callcenters to Butterflies: Developing Supervisors for Success

SESSION 301 Empowering Agents: The Knowledge Management Impact

SESSION 302 The Hidden Side of Customer Expectations — And What You Can Do About It

SESSION 304 Driving Process Improvements to Increase Overall Effectiveness

SESSION 306 Tackling Free Hidden Causes of Poor Customer Service

6:00PM – 8:00PM ICM Global Contact Center Awards Party

contact center expo & conference

ORLANDO, FLORIDA | MAY 4 – 7, 2015 | #CCExp15

04/19/2014

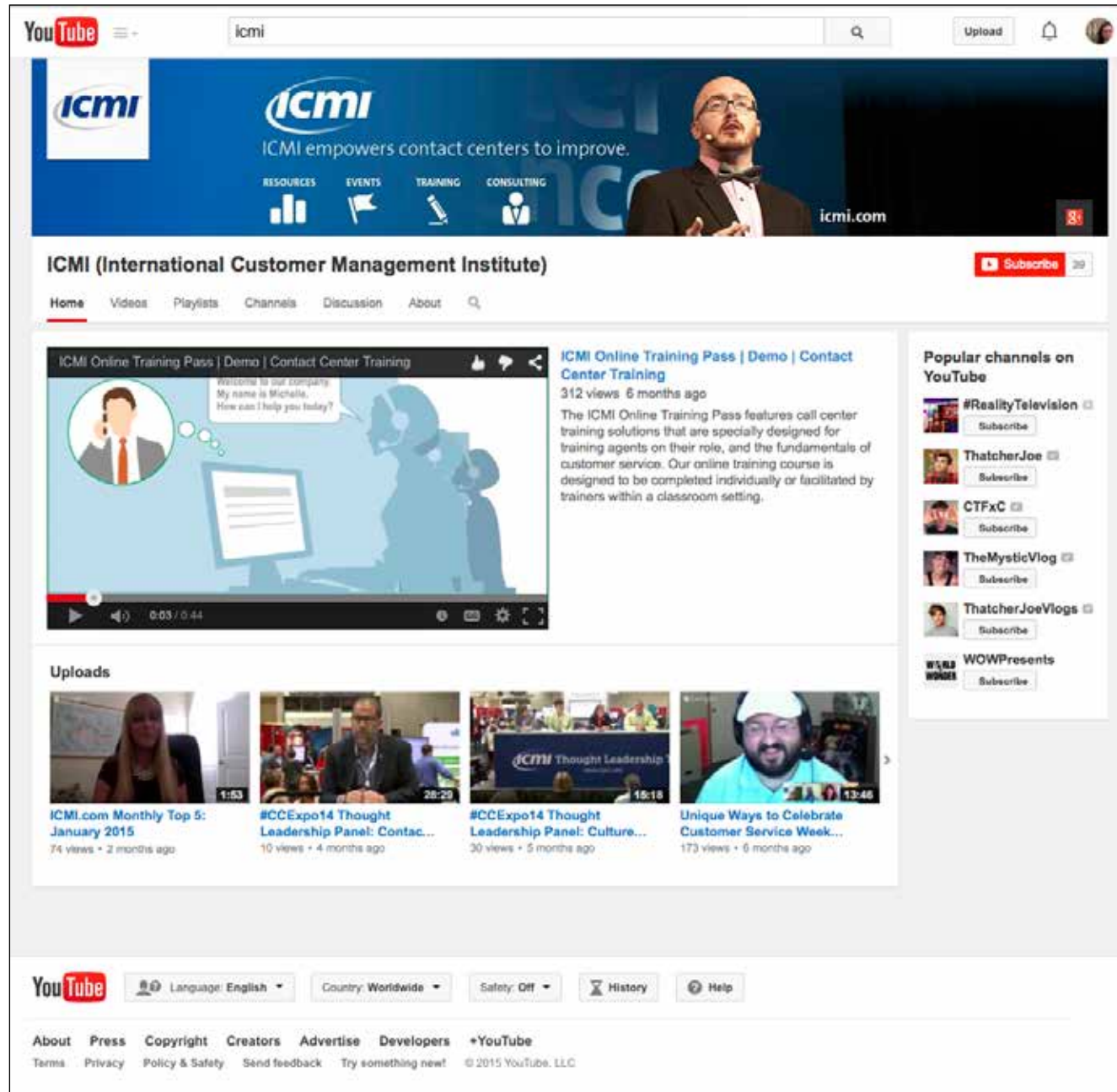
Portfolio Highlights

3

ICMI:

YouTube channel branding

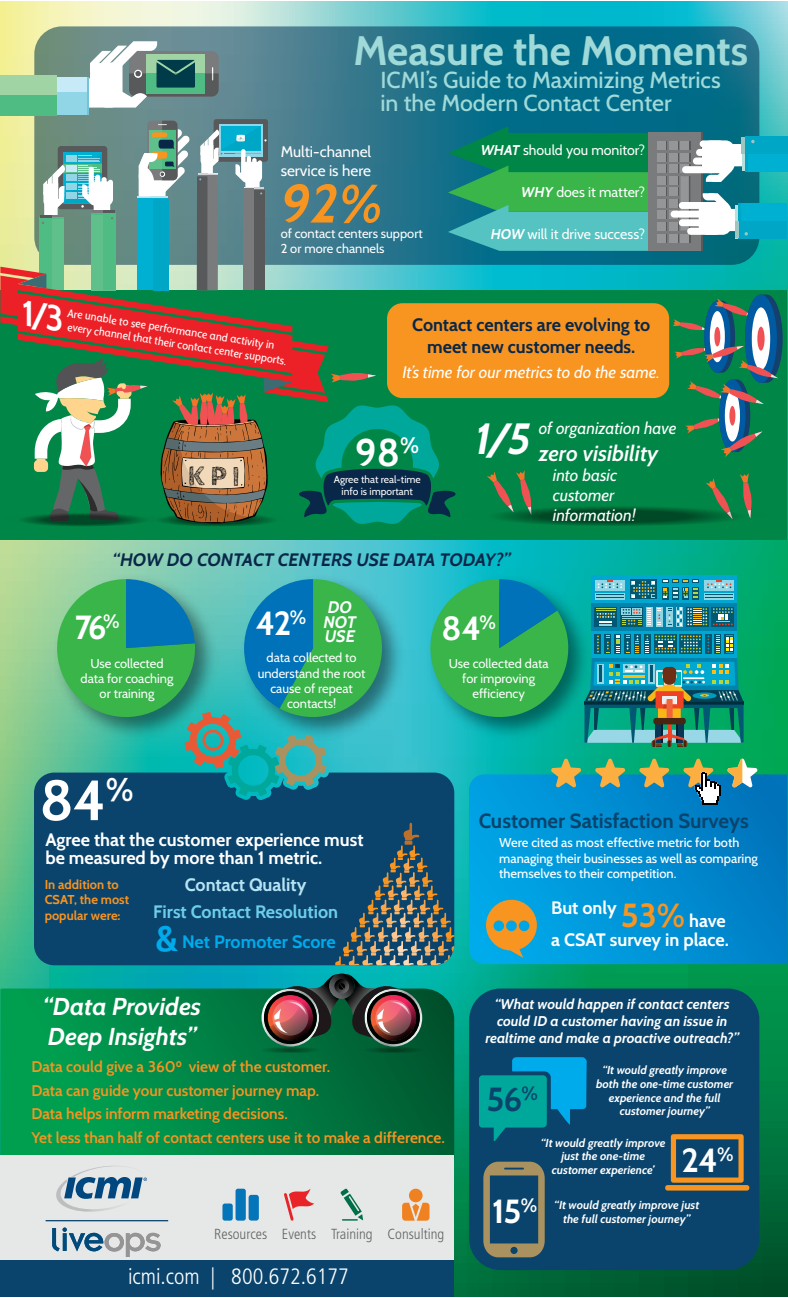
This design is also responsive so that it will adapt to multiple delivery devices



ICMI:

Infographic

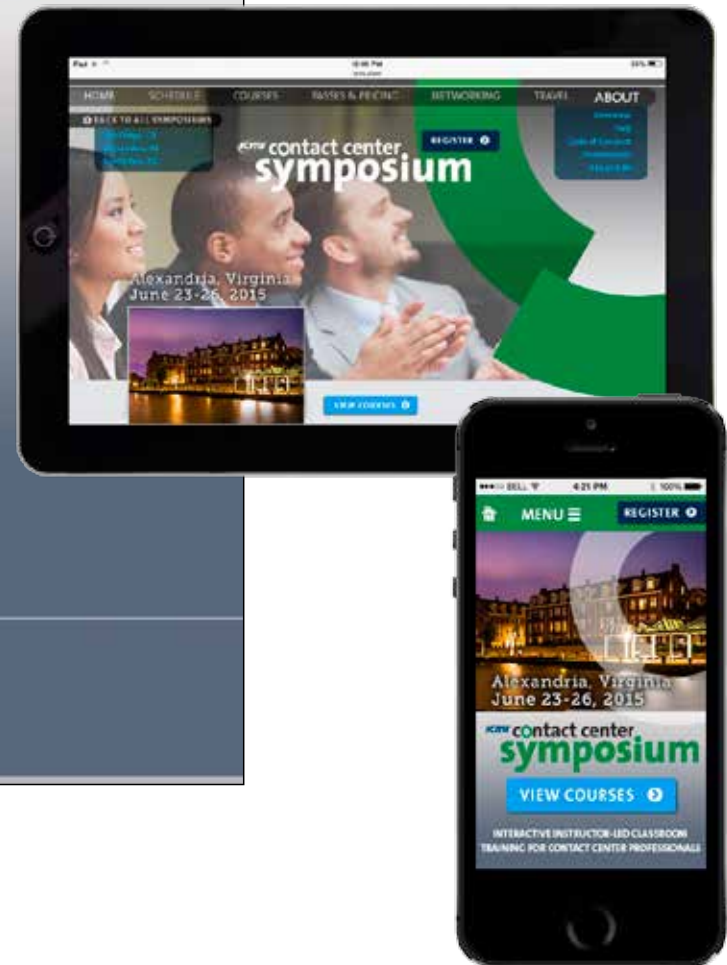
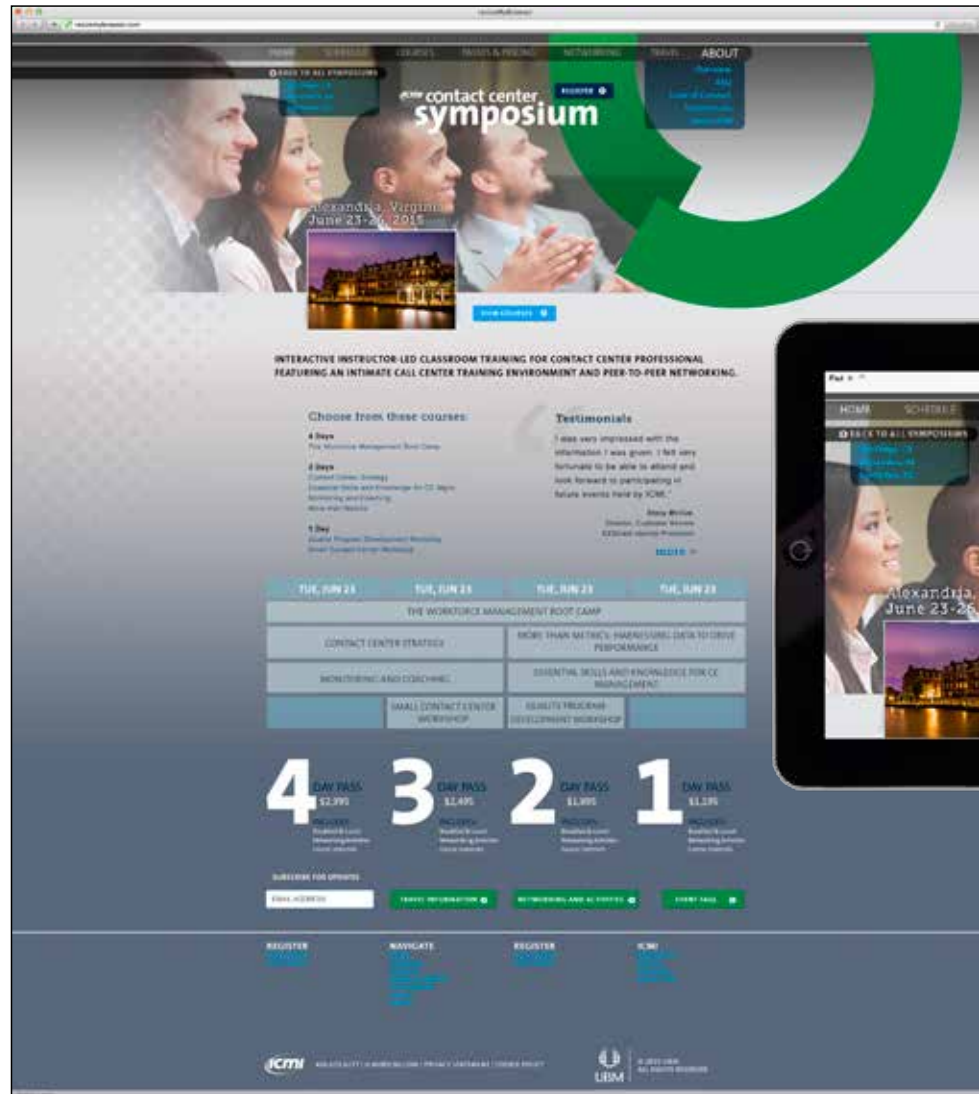
The company uses a unique pinterest page to host these types of graphics after they had been featured on the company and sponsoring client websites.



ICMI:

Reposive redesign for the ICMI Content Center Symposium website

This is a transitional design to make this event website responsive in nature. It will be a model for making the top-level ICMI.com website fully responsive to better keep the site highly ranked with search engine algorithms.



USA Fencing:

Appeal advertisement



THANK YOU!

FOR A MEMORABLE YEAR OF FENCING

WE NEED YOUR HELP!

USA Fencing aims to build on our past success by:

- Offering trial lessons and fencing opportunities to more than 15,000 new athletes.
- Growing our coach and referee education programs.
- Providing our 2016 Olympic hopefuls with cutting edge sports science, nutrition, psychology and technology resources needed to reach the top of the podium in Rio.
- Developing new competition opportunities for veteran and wheelchair fencers.

In order to make fencing in America – *at all levels* – the best it can be, we need your support!

Please visit www.usfencing.org to make a donation today that will allow the fencers of tomorrow to make their dreams come true!

USA FENCING

USA Fencing:

Appeal collateral

Appeal mailer

(Mockup of folded cover)



USA Fencing:

Appeal collateral

Appeal mailer

(Mockup of folded folded back cover)



USA Fencing:

Appeal collateral
Appeal mailer
(Unfolded, interior view)



U.S. Figure Skating:

Parents' Guide publication



SKATING Magazine various editorial spreads:

These spreads are also a demonstration of a full redesign of the SKATING magazine publication in 2004.





USA Triathlon:

2012 Olympic Team Media Guide Cover and template



Laura Bennett

Hometown: North Palm Beach, Fla.
Resides: Boulder, Colo.
College: Southern Methodist University

Height: 5' 9"
Weight: 130
Birthdate: 4/25/1975 (37)
Birthplace: North Palm Beach, Fla.

First Year Elite: 1999
Twitter: @LauraBennett
Website: BennettEndurance.com

2012 Highlights: Member of the USA Triathlon National Team • Placed first at the June 2 Dallas ITU Pan American Cup • Winner of the May 20 Kansas City Triathlon, a 5150 event • Qualified for her second consecutive U.S. Olympic Team with a third-place finish at the ITU World Triathlon San Diego on May 11 • Finished on the podium for the first time in a WTS event in San Diego after riding among a pack of eight leaders throughout the bike and following with a strong run to claim her spot on the London start line • Opened her season with a seventh-place showing at the Mooloolaba ITU World Cup on March 24.

Elite Triathlon Career: Won her third career and second straight USA Triathlon Elite National Championship title in 2011 • Finished eighth in the 2011 ITU World Championship Series to rank as the No. 2 American • Earned a season-best fifth-place showing at the 2011 WCS Grand Final in Beijing • Finished fifth at the 2011 Hy-Vee Triathlon Elite Cup • Placed sixth in Kitzbühel for a seventh consecutive top-10 finish on the WCS circuit • Placed eighth in Madrid • Finished sixth at the opener of the 2011 ITU World Championship Series in Sydney • Named the 2010 USA Triathlon Olympic/ITU Athlete of the Year • Captured her second career USA Triathlon elite national title in 2010 in Tuscaloosa, Ala. • Finished the 2010 ITU World Championship Series as the No. 1-ranked American and 10th overall • Placed eighth at the 2010 Grand Final in Budapest for her fourth straight top-10 finish • Also topped the 2010 ITU Best Swimmer Rankings • Recorded top-10 finishes in the ITU World Championship Series stops in Kitzbühel (eighth), Hamburg (seventh) and London (fifth) • Finished sixth and was the top American finisher at the 2010 Hy-Vee Triathlon • Placed 14th at the 2010 ITU World Championship Series opener in Sydney • Placed third at the Los Angeles Triathlon and the Toyota U.S. Open Triathlon in Rockwall, Texas, in 2010 • Ranked No. 43 overall (No. 4 American) in the 2009 ITU World Championship Series rankings • Top WCS finish in 2009 was 12th in Washington, D.C. • Narrowly missed a medal with a fourth-place finish at the 2008 Beijing Olympic Games • Also took fourth at the 2008 Mooloolaba and Hy-Vee ITU World Cup events and the USA Triathlon Elite National Championship in Portland, Ore. • Finished 2008 at No. 28 in the final ITU World Cup rankings and was the No. 3 American • Qualified for 2008 Olympic Team with third place overall finish at 2007 ITU Beijing World Cup • Won prestigious title at Hy-Vee Triathlon ITU Des Moines World Cup in 2007 • Recorded four podium finishes at ITU World Cup events in 2006 • Placed third at the 2005 ITU World Championships in Gamagori, Japan • Attended the 2004 Olympic Games as the team alternate • Finished third at the 2004 world championships, which was a U.S. Olympic qualifying race, but didn't get the slot because U.S. teammate Sheila Taormina won the world championship • Qualified for the 2004 world championship team as the second-ranked U.S. female triathlete • Was the top U.S. finisher, second overall, at the 2003 triathlon world championship • Won her first U.S. elite national title at the Treasure Island Triathlon in

Qualified for the 2012 Olympic Games: By placing third at the ITU World Triathlon San Diego on May 11, 2012.

CAREER HIGHLIGHTS

- Two-time U.S. Olympic Team Qualifier (2012, 2008)
- Three-time USA Triathlon Elite National Champion (2011, 2010, 2003)
- Four-time USA Triathlon Olympic/ITU Athlete of the Year (2010, 2006, 2007, 2008)
- Four-time medalist at the ITU World Championships (2007, 2005, 2004, 2003)

USA Swimming:

2012 U.S. Olympic Trials
event poster



Sports Business Journal sequential ad campaign — U.S. Junior Olympic Skills program.

This was a progressive ad campaign run in a single issue of the Sports Business Journal. Each third-page ad ran on consecutive pages until the final two-thirds ad with call-to-action — the payoff the build-up ads from the previous pages.



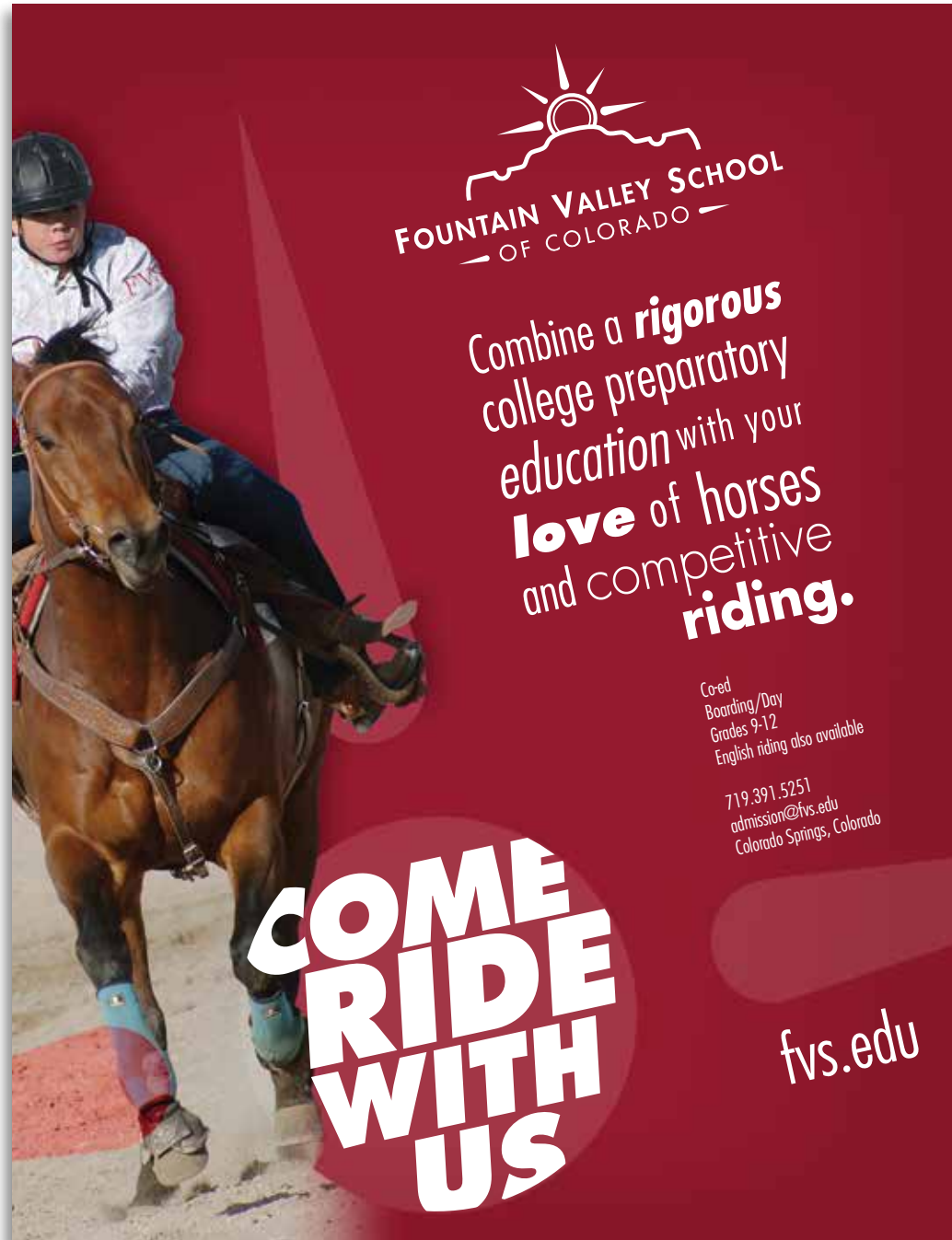
Parley — A Student Academic Journal.

This was a primarily student-led design project for a writing journal compiled by the PPCC English department. I played the role of art director & instructor along the way.



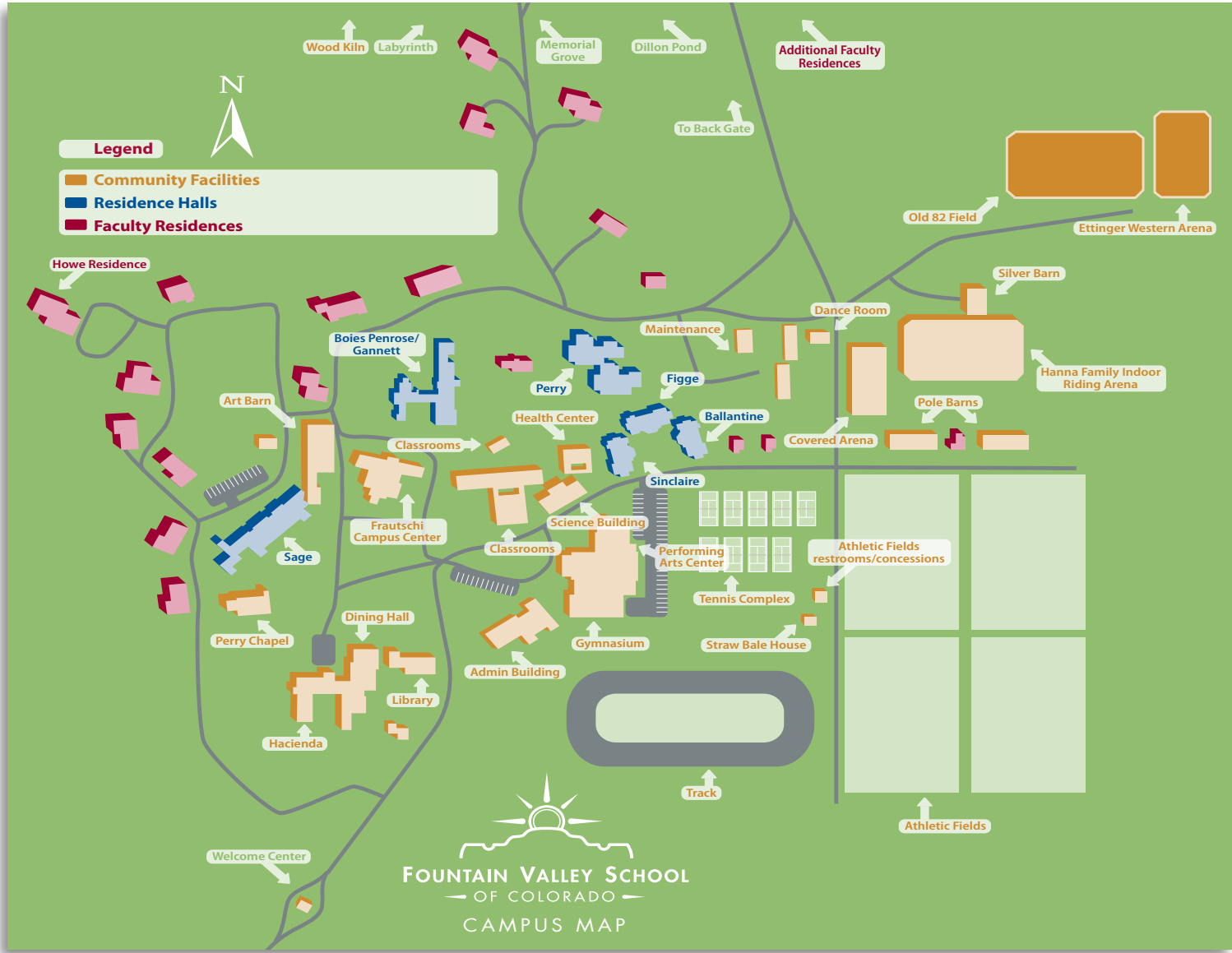
Fountain Valley School:

Riding magazine ad
A departure design from their typical mountains-and-scenery layouts. Designed to stand out among niche publication advertising whom often follow a more traditional graphic look-and-feel.

The advertisement is a vertical rectangular poster with a deep red background. On the left side, there is a photograph of a person wearing a black riding helmet and a white long-sleeved shirt with 'FVS' on the sleeve, riding a brown horse. The horse is in motion, with its front legs slightly lifted. The background of the poster is a solid dark red. In the upper right, there is a white logo consisting of a stylized sun with rays above the text 'FOUNTAIN VALLEY SCHOOL OF COLORADO'. Below this, in a large, white, sans-serif font, is the text 'Combine a rigorous college preparatory education with your love of horses and competitive riding.' In the lower right, there is contact information in a smaller white font: 'Co-ed Boarding/Day', 'Grades 9-12', 'English riding also available', '719.391.5251', 'admission@fvs.edu', and 'Colorado Springs, Colorado'. At the bottom right, the website 'fvs.edu' is written in a white, lowercase, sans-serif font. In the bottom left, the text 'COME RIDE WITH US' is written in a large, white, bold, sans-serif font, with 'COME' and 'RIDE' on one line and 'WITH US' on the line below.

Fountain Valley School:

Campus wayfinding



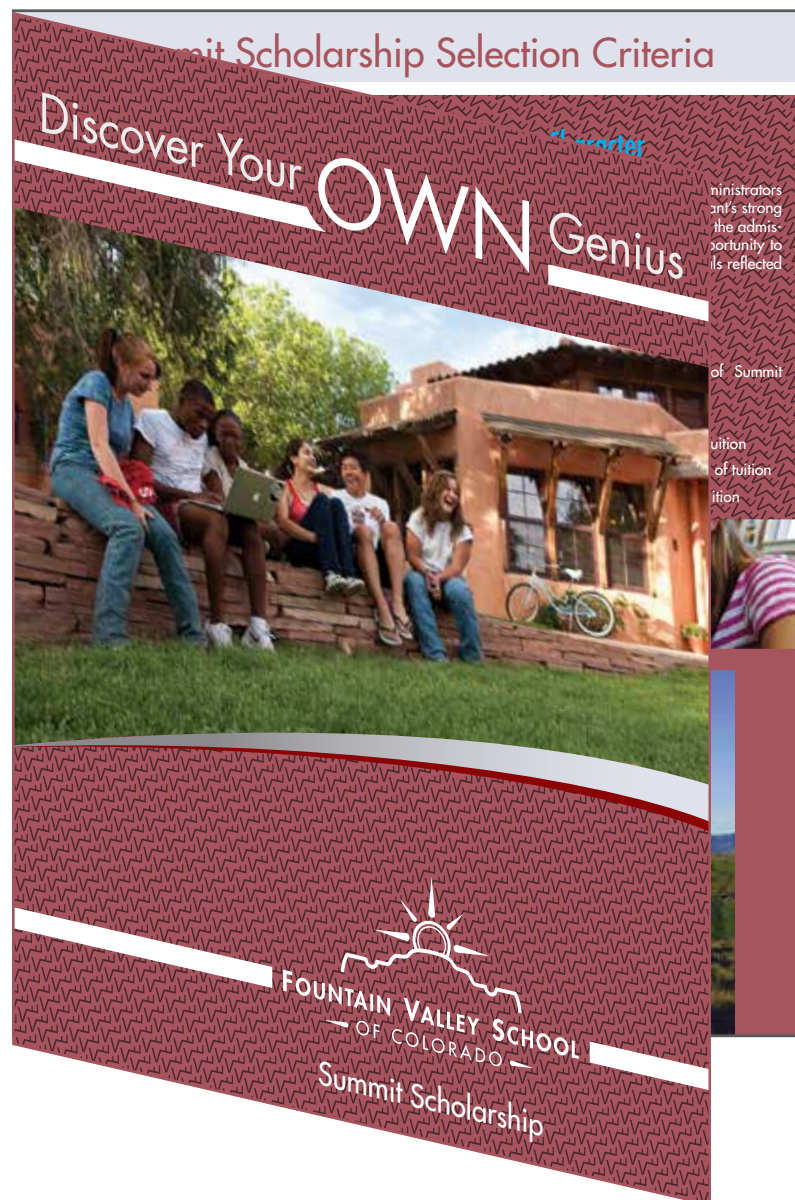
Fountain Valley School:

Summit Scholarship promotional
materials:
CD-ROM and CD sleeve



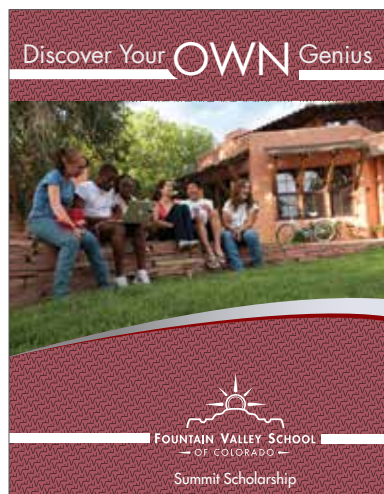
Fountain Valley School:

Summit Scholarship
promotional materials:
Bi-fold brochure



Fountain Valley School:

Summit Scholarship promotional materials:
Bi-fold brochure



We Searched. We Found You.

Finding the Best

Fountain Valley School's admission team travels the globe seeking extraordinary students who will thrive here at one of the nation's finest college preparatory boarding and day schools. Since 1930, students have discovered their own genius through our challenging curriculum of academics, arts and athletics.

Because you are an academically talented student, we invite you to apply for the prestigious Summit Scholarship, a renewable merit scholarship that can be worth up to half annual tuition and can be combined with additional need-based financial aid. Last year, FVS awarded tuition assistance to 36 percent of the student body.

A Transformative Experience

For a small school of just 250 students, FVS has an extraordinarily broad program: AP and honors courses in every discipline; experiential programs unique to the school such as the Western Immersion Program; a renowned arts program; and 29 competitive team sports including hockey and a national championship equestrian program.

The accomplished faculty understands, respects and nurtures young minds. With a student/teacher ratio of 6:1 and an average class size of 12, they have the opportunity to challenge students to reach beyond their potential.

The School's spectacular setting plays an important role. The generous landscape of open prairie, snow-capped mountains and expansive blue sky is a continual source of inspiration. Historical adobe architecture is surrounded by 1,100 acres, making the campus a serene haven to learn, pursue passions, make lifelong friends, work hard and play hard.

Start Your Journey

We found you. Now it's your turn to discover Fountain Valley School. Start by viewing the enclosed DVD and then head to fvs.edu/SummitScholarship for more.



Summit Scholarship Selection Criteria

Academic Excellence

Applicants should demonstrate outstanding academic achievement by earning a strong grade point average throughout a challenging middle school curriculum and posting standardized test scores commensurate with their ability. They will often rank within the top 10 percent of their class, maintain a cumulative grade point average at or above 3.5, and score in the top 15 percent of independent school norms on the SSAT.

Extracurricular Interest & Citizenship

By presenting an outstanding record of participation in activities such as school or club athletics, fine and performing arts, student government, civic activities or community service, applicants have the opportunity to display their potential to be outstanding campus leaders. Students must demonstrate maturity and a drive for success by stretching their potential in and outside the classroom.

Extraordinary Character

Recommendations from teachers, school administrators and community leaders should reflect an applicant's strong character. Personal interviews conducted during the admission process will also give the applicant an opportunity to reflect on his or her potential to live out the ideals reflected in the Fountain Valley School honor code.

Scholarship Levels

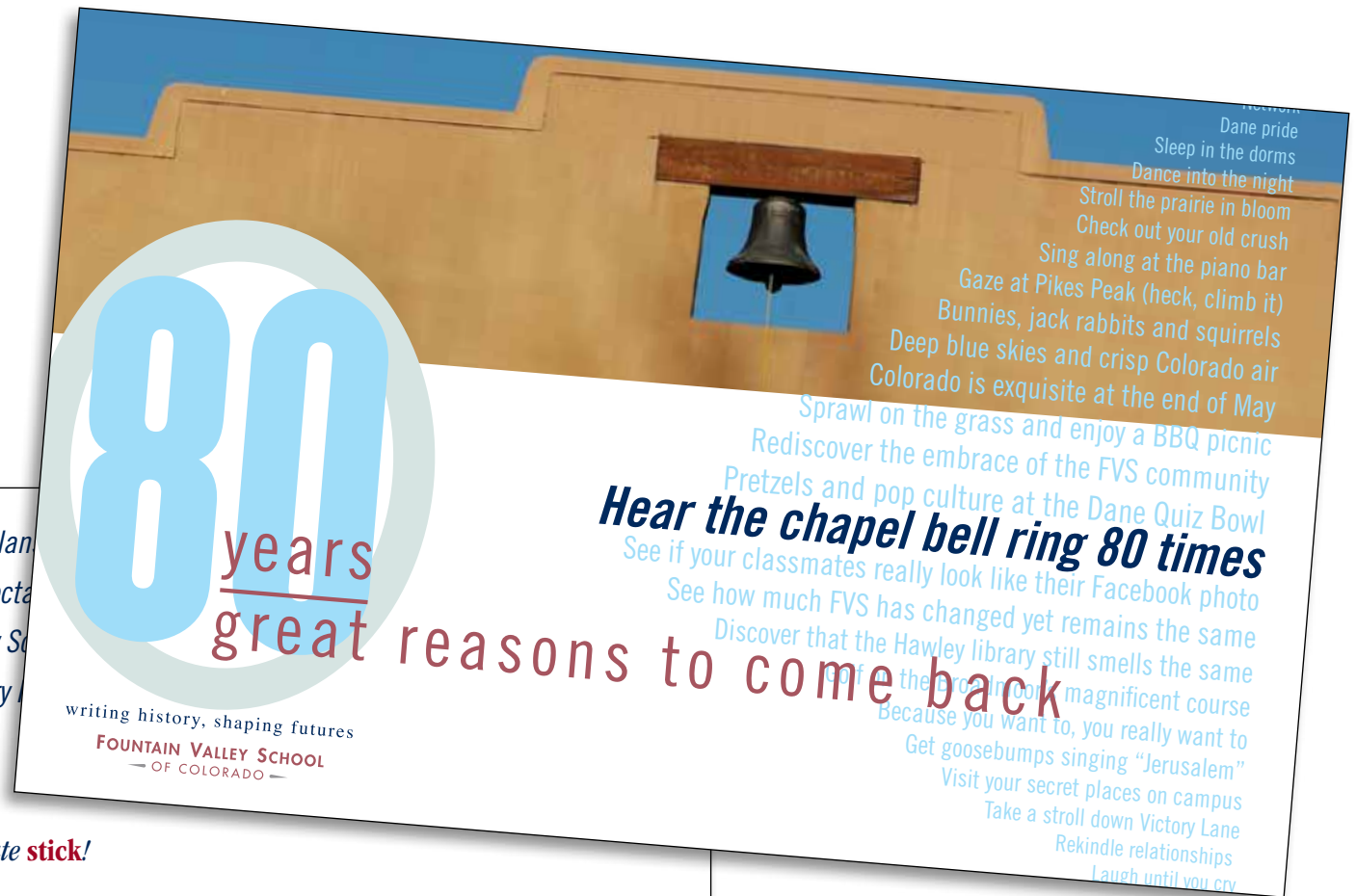
Fountain Valley offers four different levels of Summit Scholarships:

- Pikes Peak Scholarship: 50 percent of tuition
- Mount Princeton Scholarship: 35 percent of tuition
- Cheyenne Mountain Scholarship: 25 percent of tuition
- Mount Manitou Scholarship: 15 percent of tuition



Fountain Valley School:

80th Anniversary reunion
collateral:
Postcard with save-the-date
removeable fridge magnet



Fountain Valley School:

2014 Alumni Reunion event signage



Fountain Valley School:

Alumni iOS app design



Fountain Valley School:

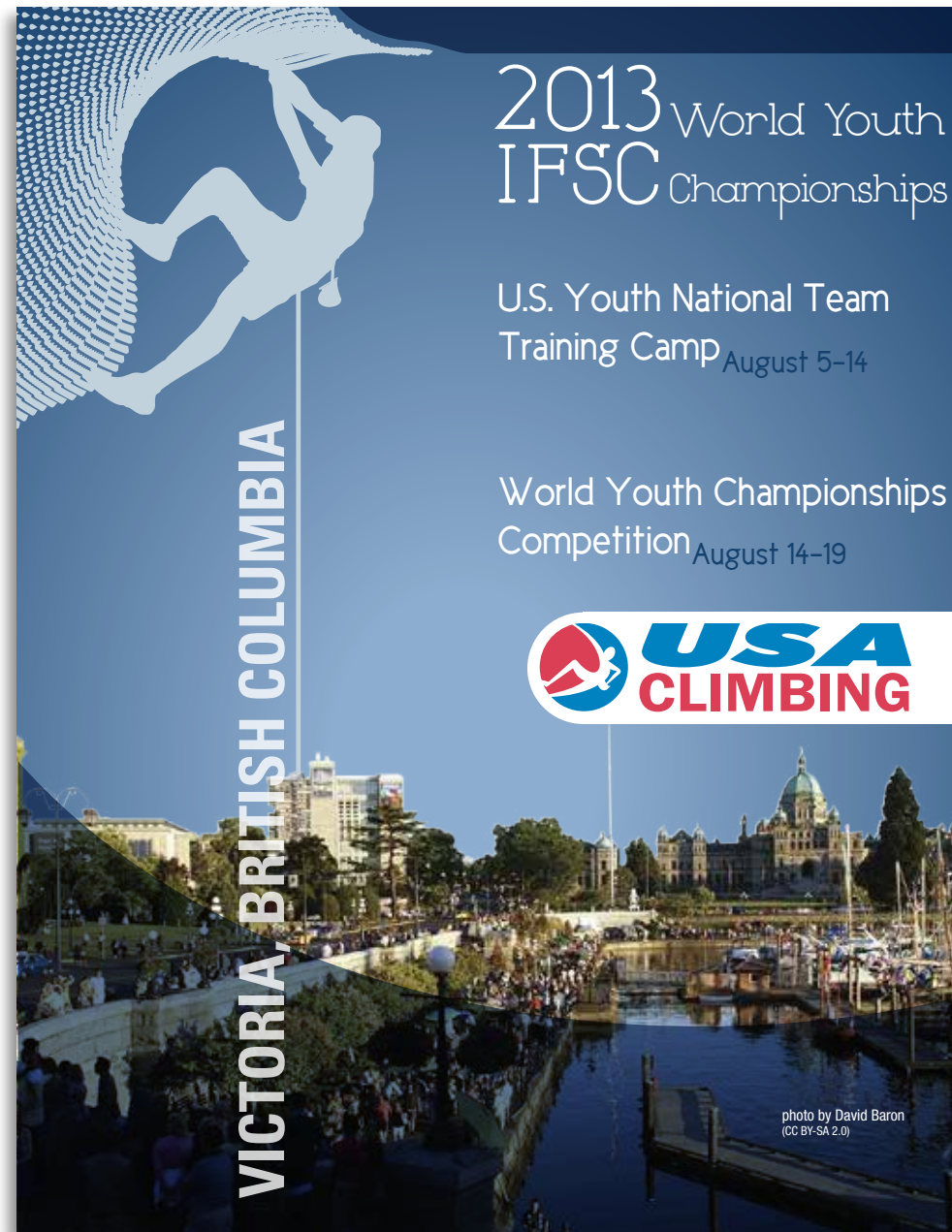
Dominique Dunne Film
Competition logo:



presented by Fountain Valley School

USA Climbing:

World Youth Championships email
information and registration flyer



USA Climbing:

World Youth Championships email informational flyer

u.s. national team training camp -- august 5-14

Overview

USA Climbing is pleased to announce its 2013 U.S. Youth National Team Training Camp, which will be held in advance of the 2013 World Youth Championships in Victoria, British Columbia this August.

In our ongoing efforts to develop and support the finest American youth climbers as they compete for podium spots at World Championship events, we have designed the training camp and competition program to provide our athletes with intensive preparation prior to the Championships and an optimal schedule of support during the event itself. It is our hope that all of our National Team athletes will be able to participate in the entire program, with the support of their families, this summer.

While the details of the two weeks are on the pages that follow, we believe it is important that all athletes and parents understand the rationale behind the camp format. The United States is relatively unique in the world of climbing in that our athletes train on different teams, are selected through National Championships prior to Worlds and do not train or compete as a team unit until they arrive at the event. Unlike most other national teams - who train and compete together - the U.S. system has, thus far, not provided our climbers with opportunities to build the emotional, social and psychological team support and skills that other countries cultivate.

While this training camp is just a first step toward creating a system that provides those high performance skills, it is also intended to familiarize our athletes with the host facility, which can only be done immediately prior to the event. Below is a competitive analysis, conducted by our coaches, which helps to illustrate normal practices for our competition.

	USA	Canada	Austria	Germany	Russia	South Africa	France
WYC Training Camp	YES	YES					
Training Camp Mandatory?	NO	YES camp formats differ by country					
Team Lodging Required at WYC?	YES New for 2013	YES					

u.s. national team training camp -- august 5-14

Schedule

Key Dates
August 5th: Arrival Day Victoria International Airport (YYJ)
August 6-12: National Team Training Camp (see sample schedule below)
August 13-14: Training Camp Rest Day *
August 15-16: Pre-Competition Rest Days *
August 17: World Youth Championships Opening Ceremony
August 18-19: Competition
August 20-21: Departure Days

Sample Schedule - The schedule below outlines a typical day's agenda, during the National Team Training Camp.

7:00 - 8:00 am Wake Up / Breakfast University of Victoria residence halls
8:30 am Vans Depart Boulders Climbing Gym
9:00 am - 2:00 pm High Performance Training Sessions, including:
- Redpointing
- Speed Climbing: time & sequence work, 15m wall training
- Rock Competitions
- Bouldering / Field Games / Light Conditioning
- Lunch
2:25 pm Depart Venue / Return to University of Victoria
2:45 - 5:45 pm Alternating Sessions, including:
- Mental Strategies
- Light Cardio
- Coaches / Athlete Debrief & Performance Planning
- Relax / Recovery / Quiet Time
6:00 pm Dinner University of Victoria
9:00 pm Bed Check
10:00 pm Lights Out

Full camp schedule is available upon request & will be distributed in advance of departure.

* Parents and families welcome to participate in team activities on rest days

u.s. national team training camp -- august 5-14

USA Climbing SafeSport Travel Policy

USA Climbing is dedicated to the safety of all athletes competing in the sport of climbing. The 2013 Youth National Team Training Camp and World Youth Championships competition will be conducted in accordance with the following policies and protocols:

USA Climbing will:

- Provide adequate supervision through coaches and other adult chaperones, so there is at least one coach or adult chaperone for each five to eight athletes. If a team is composed of both male and female athletes, then we will attempt to arrange chaperones of the both genders.
- Ensure that, regardless of gender, a coach shall not share a hotel room or other sleeping arrangement with a minor athlete (unless the coach is the parent, guardian or sibling of the athlete).
- Ensure that no employee, coach, or volunteer will engage in team travel without the proper safety requirements in place and on record, including valid driver's licenses, auto liability insurance as required by applicable state law, a vehicle in safe working order, and compliance with all state laws. All chaperones shall have been screened in compliance with the USA Climbing Screening Policy and all team drivers shall have been screened and the screen shall include a check of appropriate Department of Motor Vehicle records. A parent that has not been screened may participate in team activities and assist with supervision/monitoring of the athletes, but will not be permitted to have any one-on-one interactions with athletes.
- Ensure that athletes will share rooms with other athletes of the same gender, with the appropriate number of athletes assigned per room depending on accommodations.
- Establish a curfew by when all athletes must be in their hotel rooms or in a supervised location. Regular monitoring and curfew checks will be made of each room by at least two properly screened adults.
- Require that group and individual meetings between athletes and coaches may not occur in hotel sleeping rooms and must be held in public settings or with additional adults present.
- Ensure that all athletes will be permitted to make regular check-in phone calls to parents. Team personnel shall allow for any unscheduled check in phone calls initiated by either the athlete or parents.
- The team will make every effort to accommodate reasonable parental requests when a child is away from home without a parent. If any special arrangements are necessary for your child, please contact the team personnel who can either make or assist with making those arrangements.

Please contact USA Climbing with any questions regarding the full SafeSport program & policies.

u.s. national team training camp -- august 5-14

Registration Form

Please fill out the form below and submit this via email, fax or mail to:
climbing@usacimbing.org
561.423.0715

USA Climbing
4380 Pearl East Circle
Ste. 102
Boulder, CO 80501

First Name _____
Last Name _____
Street Address _____
State _____ Zip Code _____
Email _____
Phone Number _____

Please check which event your registering for:
☐ US Team Training Camp (August 5-14) **\$1,294**
☐ World Youth Championship (August 14-19) **\$885 ****

**Required if you are on the U.S. Team and competing at WYC

	U.S. Team Training Camp	World Youth Championship
Cost for individual activities	\$1,294	\$885
Total for both events	\$2,179	

Enclose Check or Enter Credit Card Information:

☐ Visa
☐ MasterCard
☐ American Express

Card Number _____
Expiration Date _____ OVC _____
Name of Card _____
Billing Address _____
Street Address _____
State _____ Zip Code _____

USA Fencing:

Partner e-blast appeal

View the full HTML e-blast here:

http://gasgiantdesign.com/customers/usafencing/usaf_appeal_e-blast_v3.html

