



American Teleservices Association

NEWS RELEASE
For Immediate Release
June 30, 2009

**American Teleservices Association Prepares for Its Annual
Convention & Expo for Contact Center Professionals**
ATA will be “Answering the Call” in New Orleans

Indianapolis, IN – The American Teleservices Association’s (ATA) 2009 Convention & Expo will “Answer the Call” this year in New Orleans, October 4-7. Contact center professionals from across the United States and around the world will convene to understand best-practice strategies for economic recovery, learn how to respond to the changing face of customer communication and find out the most pressing legal issues regarding call centers operations and management. A New Orleans venue was intentionally selected to answer the philanthropic call of a city that still needs economic support and development.

“The 2009 theme ‘Answering the Call’ is really about understanding how to maximize the value of every contact with each and every customer or prospect,” says Tim Searcy, ATA CEO. “We want to also discuss how we use the power of our employment base to make a difference on legislation in Washington DC and in our own communities.”

In addition to the breakout sessions will offer specific implementation strategies and numerous exhibitors will showcase and analyze emerging technologies. Company representatives will be encouraged to network during the ATA Expo, attend several networking on-site and off-site events, and join the fun during the ATA-Political Action Committee event and the Annual ATA Awards Gala and Casino Night festivities. As in the past, the Call Centers CARE initiative will put the hearts and hands of our members to use at the end of our event during a local Habitat for Humanity service project.

Attendees who register by August 7 will save \$400 per person. To learn more or register to attend the 2009 ATA Convention & Expo visit, www.ata2009convention.org.

About American Teleservices Association

The American Teleservices Association (ATA) is the only non-profit trade organization dedicated exclusively to the advancement of companies that utilize contact centers as an integral channel of operations. ATA members include companies with inbound or outbound contact centers, users of Teleservices, trainers, consultants, and equipment suppliers who initiate, facilitate, and generate telephone, Internet, and e-mail sales, service, and support. ATA provides leadership in the professional and ethical use of the telephone for conducting business and is committed to serving the needs of its members, recommending the highest standards of quality for the channel and protecting the rights of consumers. Members benefit from the ATA’s strong advocacy at the national and state level; advanced and timely educational opportunities and business-building events; advocacy and support in the public realm; and rich and trusted resources for Teleservices professionals.

##

Relevant sites:

www.ataconnect.org
www.ata2009convention.org

Media Contact:

Kim Brandt
Director, Marketing and Member Acquisition
(317) 816-9336
kim@ataconnect.org