
American Teleservices Association 2010 Call for Speakers

Deadline:
Wednesday, April 14, 2010



ATA Annual Convention & Expo
September 12-15, 2010 – Disney Contemporary Resort, Orlando

The ATA is pleased to announce its Call for Speakers for the 2010 ATA Convention & Expo. The ATA encourages interested individuals and companies to submit presentation proposals by completing and returning the attached application. Please note that preference is given to ATA Member companies.

The American Teleservices Association (ATA) represents inbound and outbound contact centers, users, trainers, consultants, and equipment suppliers that initiate, facilitate, and generate telephone, internet, and e-mail sales, service, and support. Through educational events, legislative representation, industry analyses, and networking opportunities, ATA is committed to providing leadership in the professional and ethical use of the telephone for conducting business.

The ATA represents members' interests by advocating on Capitol Hill and in statehouses nationwide, providing advanced professional education opportunities, defending the teleservices industry in the public realm, and acting as the industry's information clearinghouse. ATA dedicates itself to serving the needs of its members, recommending the highest standards of quality, and protecting the rights of consumers.

2010 Convention Program

This year, the ATA Convention & Expo will explore how to best answer the business questions of our industry and customers. We'll look at how the ATA's 25+ year history of advocacy will continue to benefit consumers, legislators, industry leaders, and member companies.

We will provide answers to tough business questions and will share success factors including how to leverage technology and social media. Our core programming track will focus on customer lifecycle management techniques. As in the past, the program will also include insight on industry advocacy and contact center operations. Attendees always come to Convention with high expectations, and they walk away with best practices, solid strategies, and the latest tools to do business.

Request for Presentations

We are seeking case studies, lessons learned, panel discussions, technology expertise and operation techniques that contact center professionals can take home and apply immediately in their companies.

Companies of every size and market are asking how to get the most out of customer care and contact centers in the face of tough times. With this in mind, we are looking for presentation content across the full spectrum of topics.

Selection Criteria

The ATA relies on many criteria in addition to relevance, historical speaking scores, and references from members. The ATA is also looking to showcase its members and sponsors. Preference and consideration will be given to individuals with a demonstrated commitment to the organization once content has been considered.

Convention delegates attend the ATA Convention to gain access to timely, informative, leading edge information and education that can be found nowhere else. They use this information to shape business practice, improve performance and knowledge, and increase profitability.

Session topics are selected based on demonstrated audience interest and should reflect the ongoing focus and mission of the ATA. Innovation, originality and timeliness of material are also considerations.

To better organize the evaluation process, the ATA will be using TRACK criteria, and ask that you use this structure for developing your submission.

The TRACK criteria are as follows:

T	Topic	How does your presentation directly relate to the teleservices industry?
R	Rationale	What rationale or theory is being used to demonstrate and support the presentation? (metrics, case study, research results, etc.)
A	Application	How does your message apply to “my job” back at work? What is the real-world application of the information being presented?
C	Conclusion	What main idea or practice will conference attendees learn from your presentation that is applicable to the contact center profession? How does your presentation topic synthesize with the concerns of the contact center industry and/or solve business problems?
K	Knowledge	How does the knowledge you will share reinforce best practices, serve consumer needs, and/or tie into the mission of the American Teleservices Association?

Additional Details:

1. The ATA requires that all information be presented in an educational, **NON-COMMERCIAL, NON-SELF PROMOTIONAL MANNER. PROMOTIONAL PRESENTATIONS WILL BE REJECTED.**
2. In addition to following the TRACK format above, all submissions must include a case study, metrics or verifiable research with real-world examples of how you provide solutions. This supporting information must disclose identified sources, individuals and firms (where applicable).
3. Vendors interested in presenting case studies must identify a named end-user speaker(s) and secure speaker(s) (or a replacement) to represent the company whose case study is being discussed. Vendors may perform the function of moderator for the case study or a panel of case studies, but should not be the primary presenters.
4. Presenters are required to provide PowerPoint slide content (template will be provided) along with educational handouts. Please do not submit a proposal if you are unable or unwilling to provide presentation slides. Your presentation slides must be approved in advance and will be published in materials provided to all convention attendees.
5. Presenters will be required to submit a print-quality photo and 100-word biography upon selection.
6. 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.
7. 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. Last minute adjustments to speakers will not be the determination of the individual or group submitting the presentation, but will rest with the ATA Management Team.
8. Please be aware that all submissions will be considered carefully for inclusion in the convention program, but acceptance is not guaranteed.
9. Proposals that are not selected will be submitted to the ATA Chapter Speakers Bureau for review and possible selection for a Chapter presentation.

Decision Process

All proposals are screened by the ATA Management Staff. Speakers may be contacted by a member of the ATA for further information or clarification. Those speakers who are selected will be notified by the ATA management staff and will receive a speaker kit with additional information and instructions.

All selected presenters will receive a \$100 discount off their conference registration fee. If you are selected as a presenter, the ATA staff will work with you to develop your presentation and the information.

Selected presenters will be encouraged to write articles for ATA's eConnections (online member newsletter) and social networking sites to promote their presentation topic.

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Submission Form

The following contact information will be used to confirm receipt of your proposal and notify you if the proposal has been selected.

Contact
Name: _____
Title: _____
Company: _____
Address: _____
City: _____ State: _____ Zip: _____ Country: _____
Phone: _____ Fax: _____
E-Mail: _____

Topic, Format and Title

Brief Topic Description: _____

Presentation Format: ___ Case Study ___ Panel Discussion ___ Roundtable ___ Forum
Other: _____

Session Title: Please provide title suggestions for your presentation. The titles should be benefit focused and pique the curiosity of potential attendees.

1. _____
2. _____
3. _____

Target Audience

_____ Fundamental (For audience members who are new or have a few years experience)

_____ Advanced (For audiences who have a thorough knowledge of the subject matter and are seeking to master new strategies)

Guarantee Copy

Please list three specific guarantees that you can make to session attendees.

Presenter(s): Use additional page if necessary.

Name:	
Title:	
Company:	
Background:	

Name:	
Title:	
Company:	
Background:	

Name:	
Title:	
Company:	
Background:	

Session Content

Please describe the content of your proposed session. Descriptions should be concise, specific, and clearly define the benefit to the potential audience.

Session Description:

Supporting Material

Please describe the supporting materials including case studies (attach), research results, metrics, survey results, etc. Identify the source, date of material and any appropriate contact information (contact/firm).

TRACK Responses:

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Submission

Please return your completed proposal to Lisa Nye Ford

lisa@ataconnect.org no later than April 14, 2010.

If you have questions, please contact Lisa Nye Ford:

lisa@ataconnect.org or (317) 816-9336.