



American Teleservices Association

Business Development | Call Center Operations
Industry Advocacy | Regulatory Compliance

3815 River Crossing Parkway, Suite 20
Indianapolis, IN 46240

I want to know...



...how to solve specific business problems
impacting my contact center.



What do you need to know?

Find out at the 2010 ATA Washington Summit.

The ATA helps connect call center professionals in ways that will optimize your time and resources. We represent hundreds of the leading companies that are driving the future of this industry. These days, it's more than the telephone and "do not call." Contact centers are more sophisticated than ever and you have questions that require informed decisions.



REGISTER BY APRIL 9 and SAVE UP TO \$200!

TO LEARN MORE AND TO REGISTER

Visit: www.atasummit.org Call us: 317.816.9336



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Find out at the 2010 ATA Washington Summit.

Register NOW & SAVE!



APRIL 25-28

New Content and More Networking Opportunities!

www.atasummit.org

People in the know...



Contact Center Leaders Who YOU Should Know!

Visit the website: www.atasummit.org

Companies in the know...

We invite you to join the many companies who have made a name in the industry and successfully enhanced their branding through the ATA.

2010 Early Gold Sponsors:



Benefits of Sponsorship

- Reach the contacts you want
- Be seen supporting issues that affect call centers' bottom line
- Schedule the appointments you need
- See significant return on investment

To request information regarding sponsorship opportunities, please call us: **317.816.9336**

Be in the know...

Attend the 2010 ATA Washington Summit

- Hear new content focused on specific business problems
- Find the cutting-edge products and services you need
- Mingle with the legislators and regulators who impact your industry
- Expand your career network with professionals “in the know”

To learn more and to register:

Visit: www.atasummit.org

Call Us: 317.816.9336

Rates

Registrant Type	Early Registration (On or before April 9)	Standard Registration (After April 9)
ATA Platinum Member	Two Complimentary Registrations (use ATA Member Rate for additional attendees)	
ATA Member	\$699	\$899
Non-Member	\$899	\$999

Hotel Information:

The convention is being held at the Marriott Washington located in the heart of Washington D.C.! Not only is the hotel close to the White House and the National Mall, it is near the Metro Center, a major rail stop, making getting around D.C. easy and convenient!



Marriott Washington at Metro Center
775 12th St. NW
Washington, DC 20005

PHONE: 202-737-2200
ATA Group Rate: \$209 per night

Schedule of Events

SUNDAY, APRIL 25

9:00am-5:00pm: ATA Board of Directors Meeting

12:00pm-6:00pm: Registration

1:30pm-2:30pm: ATA Chapter Presidents Meeting

2:30pm-3:30pm: Board of Directors & Chapter Presidents Meeting

3:30pm-5:30pm: Chapter Leadership Meeting
(All ATA Chapter Board Members)

6:30pm-7:30pm: Summit Opening Reception

MONDAY, APRIL 26

7:30am-5:00pm: Registration

8:00am-5:00pm: *ATA Platinum Lounge Open*

8:00am-9:00am: Welcome Breakfast

9:00am-9:45am: **Welcome & Opening Remarks**
A Message from ATA Chairman of the Board Phil Grudzinski

9:45am-10:30am: **Industry Leaders in the Know:
The Future of the Customer Experience**

A panel of industry experts will share their perspectives on Customer Experience from inside their operations at Disney, Bank of America, Comcast, AEGON and American Express. What will happen with technology? What is the future of the live operator? What will the blend be of self service and assisted service? All these questions (and your questions too) will fly in a rapid fire session of high level strategic dialogue.

10:30-11:00am: Networking Break

11:00am-11:45am: **More from Those in the Know:
Shifting Labor Resources**

Someone, somewhere must answer the phone and offer your customers timely and accurate information. It all gets down to who, how, and where.

Seems simple, right? But labor sources are more complex than ever, shifting beyond the traditional in-house seat to the popular at-home agent model, self-service technologies (no agents at all!), and various combinations of off-shore & domestic live operators. What are the key drivers for selecting the labor mix that will best support consistent business results? Our panelists will explore the impact of call center labor options, discuss trends that will likely evolve based on future labor choices, and anticipate some of the outcomes.

12:00pm-1:00pm: Lunch

1:00pm-2:00pm: **Hot Topic Tables: I want to know . . .**
. . . how to make **unified communications** pay off
. . . what **workforce management** systems and metrics to use
. . . how to **get the government to pay me** to be a vendor
. . . what parts of **social media integration** in my contact center to invest in
. . . what the keys are to the different levels of **PCI compliance** and how to get there without spending a fortune
. . . what to think about **offshore** in the new “Obama” world
. . . whether there are some best practices in **vendor management** we can adopt to get better with fewer resources
. . . how other companies are making decisions about strategy around **self service** and traditional telephone support
. . . what the **next generation KPI's** (key performance indicators) that companies are putting in place, and what they are learning from it
. . . how my peers are gaining **wireless consent** and setting standards for outbound dialing to customers using the wireless channel

2:15pm-3:00pm: **Knowing the Risks:
Twenty Questions You Should Consider**

The ATA Self-Regulatory Organization is utilized by many call centers to minimize internal risk of compliance breach. However, a whole new set of corporate mandates for managing risks is developing. This session will consider the risks that arise from vendor relationships and similar business partnerships. We'll talk through the questions that a vendor should be prepared to answer in order to improve reliability and differentiate among competitors.

3:00pm-3:45pm: **Compliance Officers Forum- LIVE!**

The popular ATA Compliance Officers Forum will take the stage to detail current issues in the call center compliance realm. They will answer questions LIVE that come straight from you. Bring your most pressing compliance concerns to this group of experts.

3:45pm-4:15pm: Networking Break

4:15pm-5:30pm: **It's All About Who You Know:
ATA Speed Networking**

Think of it as speed dating for businesses leads! Join in this simple activity to make sure that you leave the Summit with lots of new contacts (and new business opportunities!) Don't be shy – simply bring your business cards and be ready to share your expertise with other contact center pros.

5:30pm-6:30pm: ATA-SRO Trustee Meeting

7:00pm: **Red White & Blues- ATA-PAC BENEFIT** (Tickets required.)

TUESDAY, APRIL 27

8:00am-5:00pm: Registration

8:00am-5:00pm: *ATA Platinum Lounge Open*

8:00am-9:30am: Breakfast Meet & Greet

9:30am-10:30am: **Guest Speaker: FTC Director David Vladeck
Ensuring Consumer Protection**

Although FTC Director Vladeck is fairly new in his role at the FTC, he is no stranger to his role as point man for Consumer Protection. We look forward to Director Vladeck's personal comments and assessment of the teleservices industry's present and future under his watch as our chief regulator.

10:30am-11:00am: Networking Break
(Platinum Members Only Meeting with David Vladeck.)

11:00am-12:00pm: **What You Should Know About Unionization
in the Contact Center Industry**

Labor costs are one of the biggest expenses contact centers face, and EFCA (Employee Free Choice Act) remains a real concern. Respected Attorney Chad Richter of national employment law firm Jackson Lewis will discuss the ramifications of union organization activities in the call center. You can look forward to a few surprises in this session – a must attend if you own or manage a workforce!

12:00pm-1:15pm: Lunch

1:15pm-2:30pm: **Hot Topic Tables: I want to know . . .**

. . . how to make **unified communications** pay off
. . . what **workforce management** systems and metrics to use
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2:30pm-3:30pm: Networking Break

3:00pm-4:00pm: **How Much Difference Does Your Difference Make?**

Businesses have no idea what problems they solve, and how the way they solve a problem makes a difference to their clients. Worse yet, in this world of competition 98% of companies cannot quantify how much difference their unique difference makes! Learn about the three types of problems every business must solve to be successful, and discover methods for identifying the unique prospects which put you ahead of your competition. Come join ATA's CEO Tim Searcy as he turns the hot lights of honesty on building a clear value proposition.

4:00pm-5:00pm: **The 2010 Political Climate**

In addition to the current bills and regulatory actions, there exists the ambiguity of Washington politics. To help sort out the fact from the hype, Attorneys Mitch Roth and Joe Sanscrainte will be joined by DC Lobbyist Matt Keelen to examine the crystal ball of what will and won't get done in 2010.

6:00pm-7:30pm: **Capitol Hill Legislators' Reception**

WEDNESDAY, APRIL 28

8:00am-9:00am: **Lobbying Know-How: Breakfast Briefing**

8:00am-2:00pm: **Call Centers CARE: Philanthropic Event**

10:00am-4:00pm: **ATA Advocacy Day**
(Legislative Visits by appointment only.)

Special Events

MONDAY- APRIL 26

Political Action Committee Benefit (PAC)- Red, White & Blues
7:00pm

The 2010 ATA Washington Summit wouldn't be complete without an amazing night of entertainment, fun and networking - **RED, WHITE & BLUES** - in support of the ATA Political Action Committee.

TICKETS: \$150 donation per person



TUESDAY-APRIL 27

Capital Hill Legislators' Reception
6:00pm-7:30pm

Join us at The Monocle Restaurant, on Capitol Hill since 1960, where ATA attendees will mingle with invited United States Legislators and Regulators to further awareness of the impact of the contact center industry.



WEDNESDAY-APRIL 28

Call Centers CARE

Make a difference in Washington D.C. by attending this year's Call Centers Care Event. The ATA will partner with a local philanthropic organization where our attendees can come together to truly make a difference!

This is an opportunity that you won't want to miss!

