



## Wednesday November 2

**9:00 – 10:00 AM**  
ContactNB Annual General Meeting – All Welcome

**10:00-10:30 AM**  
Conference Opening

**10:30-11:45**  
Opening Keynote:  
Bernard Lord - President & CEO,  
Canadian Wireless  
Telecommunications Association

**12:00-1:30 PM**  
Lunch Keynote  
Dave Carroll

**1:30–4:30 PM – Stream 1**  
Workforce Management Bootcamp  
– Featuring Vicki Herrell, SWPP.

**1:30-2:45 PM – Stream 2**  
Carl Duivenvoorden  
Your Green Filter – Reducing Our  
Environmental Footprint

**2:45-3:00 PM**  
Networking/Expo Break

**3:00-4:00 PM – Stream 2**  
Erika Van Noort – Bell Canada,  
National Director, Customer  
Experience Management Consulting

**4:00-5:00 PM – Stream 2**  
Jack Graham – Challenges of  
Managing Medical Leaves

**5:30-6:30 PM**  
Reception in Expo Area

**6:30-9:00 PM**  
Dinner Followed by Master  
Hypnotist Cyrus!!!

## Thursday November 3

**8:00-9:00 AM**  
Networking Breakfast

**9:00-10:00 AM**  
Dave Veale – Vision Coaching Inc.

**10:00 AM-12:00 PM – Stream 1**  
Home Agent Panel

**10:00-11:00 AM Stream 2**  
How to Manage Both Efficiency &  
Customer Service through Your  
Strategic Plan

**11:00 AM-12:00 PM Stream 2**  
PCI– What Does it Mean and  
What’s Expected

**12:15 – 1:15 PM**  
Keynote Lunch: "Social Media  
Command Centres"  
Rob Begg Radian6, Director of  
Product Marketing

**1:15-2:15 PM – Stream 1**  
“Web 2.0 in the Workplace”  
Sacha Morisset

**1:15-2:15 PM Stream 2**  
Social Media Strategies  
Jeff Roach - Sociallogical

**2:15 – 3:15 PM – Stream 1**  
Looking for the Sweet Spot  
Applying Behavioral  
Reengineering within  
Contact Centres – Bill Sherman

**2:15 – 3:15 PM – Stream 2**  
Fibre to the Desktop

**3:15-3:30 PM**  
Prize Draws Conference Closes



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## Conference Speakers and Session Descriptions

### Conference Opening Address



**Bernard Lord**

**President & CEO, Canadian Wireless Telecommunications Association**



Bernard Lord is President and CEO of the Canadian Wireless Telecommunications Association. He also serves as director and advisor for several corporate and non-profit organizations and he is a member of the New Brunswick Law Society.

Born on September 27, 1965 in Roberval, Québec, Mr. Lord was raised in Moncton, New Brunswick in a bilingual home. He holds a bachelor's degree in social science with a major in economics, as well as a bachelor's degree in common law from the Université de Moncton. He also received honorary doctorate degrees from the University of New Brunswick, the Université de Moncton and from St-Thomas University.

He became one of Canada's youngest premiers at the age of 33. In June 1999, he led the New Brunswick Progressive Conservative Party to one of its greatest victories. Mr. Lord won a second majority in 2003 and served as premier until October 2006. He was elected four times as the Member of the New Brunswick Legislative Assembly for the district of Moncton East.

From December 2007 until March 2008 he served as Special Advisor on official languages to the Government of Canada.

His leadership and vision is characterized by a balanced approach, pursuing economic success and social progress while ensuring that government lives within its means.

Mr. Lord has often been recognized as a national leader and consensus builder for his work with the Council of Federation, Conference of New England Governors and Eastern Canadian Premiers and La Francophonie. He was chosen as one of Time Magazine's top 25 New Generation of Leaders in Canada as well as being awarded the title of Grand Officier de l'Ordre de la Pleiade from the International Association of Francophone Parliamentarians. In 2007 he was awarded the Order of New Brunswick.



## Dave Carroll “United Breaks Guitars” Personal and Business Branding



Dave Carroll is an award winning singer, songwriter and social media innovator who began his musical career with his brother in a band called Sons of Maxwell. His ability to extract the essence of a message and craft it into song is a rare gift that is attracting fans of all ages.

As the creator of one of YouTube’s most highly viewed and rated music videos, Dave’s “United Breaks Guitars” trilogy has awakened companies everywhere to the importance of focusing on the customer and on delivering exceptional customer experience. Dave has become internationally famous as one of the world’s top media relations innovators and is a musician with a message.

His message demonstrates the power of one voice in our socially driven world. Today, Dave will discuss personal and business branding and will share his story on the importance of delivering exceptional customer experience.

## Carl Duivenvoorden Your GREEN Filter



Speaker, writer and green consultant Carl Duivenvoorden was raised on a dairy farm in New Brunswick. His diverse early career took him to over 25 countries, from New Zealand to Vietnam to Brazil.

But from his early days in the village of Belledune, Carl always had an uneasy concern about human impacts on our global environment. In 2006, he read “An Inconvenient Truth”, the book that catapulted climate change to the top of the global agenda. In April 2007, he became one of the first Canadians to be personally trained by former US Vice President Al Gore to present live versions of his Academy Award-winning slideshow. Since then, he has spoken to more than 300 audiences. On September 15, Carl was one of 23 volunteer presenters worldwide who joined Al Gore in “24 Hours of Reality”, an event to heighten awareness of our climate crisis.

Formerly with Efficiency New Brunswick, Carl now works as a speaker, writer and green consultant, helping people and organizations learn how they can save money, energy and our environment. His newspaper column, Green Ideas, is featured regularly in the NB Telegraph Journal and three NB weeklies, and his writings appear periodically in newspapers across the country.

Carl believes that, with passion, commitment and focus, each of us can change the world in a positive way. He looks forward to helping you discover Your GREEN Filter.

Your GREEN Filter



A fun and interactive look at the environmental impact of all those everyday decisions we make, with a lasting message that will have everyone thinking – and living – greener every day  
Presented by Carl Duivenvoorden

It's said that a typical person makes hundreds of decisions, large or small, every single day. What to wear? What to eat? Where to go? How to get there? No wonder we feel stressed!

And just about every one of those decisions has an 'environmental footprint': an impact, large or small, on our planet. No wonder it's feeling stressed too.

Most of us want to minimize the environmental consequences of our everyday activities. But often we don't know how... or even where to begin.

In this lively and informative seminar, Carl will demonstrate how we can all minimize the environmental impact of our everyday activities – by applying a GREEN Filter to our lives. He'll explain:

- How our everyday decisions are guided by our unique internal 'filters'
- How even something as simple as getting a round of coffee involves a string of decisions – each of which has an environmental impact
- How a GREEN Filter can help anyone make more earth-friendly decisions every day, everywhere!

"Thank you for an inspiring and educational session. Your connection with the audience quickly translated into a new understanding of the issues. The fact that it was fun was a bonus!"

John McMahon, Safety Officer, Nova Scotia Community College

Does your conference, work team or organization need a GREEN Filter? Get it today – call 506 363 8117 or email [bookings@changeyourcorner.com](mailto:bookings@changeyourcorner.com) for more information or to book a presentation.



**Jack Graham**

### **Challenges of Managing Medical Leaves**



One of the most challenging issues for employers these days is how to manage medical leaves and balance the competing interests of privacy rights, attendance management, disability management and the duty to accommodate illnesses and disabilities under human rights law.

Jack Graham will provide practical tips and guidelines for managing medical leaves in the customer contact business, without violating employment laws.

Jack Graham is a leading labour and employment lawyer with extensive experience in the contact centre industry in virtually all provinces of Canada. Jack is a national counsel for several customer contact and technology companies in Canada. He has also been recognized as a leading practitioner in the publications of *Best Lawyers in Canada* and *Lexpert*



## Workforce Management Bootcamp

Vicki Herrell, SWPP – Top 5 Workforce Management Trends



Join in this informative and interactive three-hour session talking about the latest technology and best practices in contact centre workforce management. Speakers include Vicki Herrell, Executive Director of the Society of Workforce Planning Professionals, LLC and Jon Malinowski, Global Director of Workforce Management at SiTel.

### Top 5 Workforce Management Trends

In this session lead by Vicki Herrell, we'll explore what's hot and what's not in the area of workforce planning and management. We'll look at the leading trends, as well as survey results and best practices from the Society of Workforce Planning Professionals (SWPP). Come hear what leading call centers are doing in terms of improving day-to-day management of workforce management.



**Erika Van Noort**

**National Director, Customer Experience Management  
Consulting**

"A Day in the Life of Great Customer Experiences"



Erika Van Noort is the Director of the Contact Center Business Management Consulting team for Bell Business Markets. Erika brings her passion for customer service excellence and many years of contact center experience to Bell with her focus being on strategic planning and visioning with executives. Erika believes strongly in delivering a superior customer experience and works closely many organizations to guide them with creation of their own Customer Experience Vision and what it means for them. Erika's journey and commitment to the customer experience began at an early age as she grew up in a family business. Her life lessons and personal experiences have played an important role in developing who she is today in both her business and personal life. Prior to joining Bell, Erika was VP, Customer Experience for the Customer Care & Services Forum (CCSF)—a unique group formed to meet the needs of the senior executive (VP's) who manages the strategic direction and customer experience of their organization's contact centers. Erika, a strong facilitator, draws on her own customer service management background to help client executives identify and understand the issues that impact the customer experience including people, process, technology and strategy. Erika's career began in retail customer service and operations management.



## Master Hypnotist Cyrus

Evening Entertainment – Wednesday Nov 2



The highly anticipated theatrical performer Master Hypnotist Cyrus is the hottest touring stage hypnosis show in North America. Audiences everywhere are fascinated saying, "That was the greatest, funniest show I ever saw!" Cyrus' shows are filled with fun, high energy and non-stop laughter! The entertainment value is beyond compare! Expect nothing less than sensational when you watch Cyrus in action!

Cyrus fans come from everywhere to be put under his spell. Only the powerful use of suggestion enables volunteers to become talented musicians, hilarious ballet dancers, and Rock N Roll legends and all round stars for the night! Guests are engaged and encouraged to participate in a wide variety of demonstrations designed to leave spectators amazed and thoroughly entertained phenomena.

The fun, the thrills, the uncontrollable laughter it's the most Hilarious journey into the mind you will ever take!



**Dave Veale**

Leveraging the Softer Side of Leadership to Drive  
Hard Business Results



What are the critical aspects of leadership that support business leaders to reach their goals and ultimately achieve success? Good question! Dave shares lessons he has learned through coaching and interviewing successful business leaders on this very topic – lessons that we can all learn from.

### About Dave

Dave is a Certified Executive Coach (C.E.C.) & Professional Certified Coach (P.C.C.) He is truly passionate about coaching. When you meet Dave for the first time you will be drawn into his enthusiasm for helping people from all walks of life. He thrives on challenging people to be bold, to take risks and to realize their biggest dreams. This philosophy guided Dave as a competitive hockey player and has served him well throughout his career. Dave is all about being authentic, compassionate and courageous.

Dave is a columnist at the *Telegraph Journal newspaper*.

In his bi-weekly column, *Leadership Unleashed*, Dave shares interviews with interesting, brilliant leaders from our community and beyond. Read & watch the interviews at [www.leadershipunleashed.ca](http://www.leadershipunleashed.ca)



## About Vision Coaching

Vision Coaching boasts a client list of established and emerging leaders in private and public sector organizations such as: Xerox, RCI/Wyndham, University of New Brunswick, Royal Bank of Canada (RBC), Government of New Brunswick and Atlantic Wholesalers. If you are ready to elevate your business to a new level, Dave's goal is *to partner with you to unleash your full business potential.*

## How to Manage Both Efficiency & Customer Service through your Strategic Plan



The pressure is on in your Contact Center. Upper management is pushing for greater overall operational efficiency while at the same time demanding agents provide superior customer service. The challenge is – and all parties know this - that trade-offs must be made. You can't have both optimal efficiency AND 100% service consistency. What smart contact center planners are doing is finding the right balance of the two, and using their long –term capacity planning process to measure both efficiency and service.

In this session, we will discuss the service/cost trade-offs, and that an efficient long term plan will yield the desired service-level consistently.

Ric Kosiba is expert in the field of call center management and modeling, call center strategy development, and the optimization of large-scale operational processes. He received a Ph. D in Operations Research and Engineering from Purdue University and an M.S.C.E. and B.S.C.E. from Purdue's School of Civil Engineering. Kosiba frequently writes for numerous contact center publications and speaks at highly acclaimed technical and contact center forums.

## Home Agent Panel



Panel discussion of the latest trends in starting running successful home agent programs. Panelists include David Parkhurst, Vice President – Client Services at Alpine Access from Denver Colorado, Arleen King – Vice President, Mobility at Telus, and Joe D'Ettore – Centre Manager, RBC Moncton.



This session will be moderated by Bruce Kennedy a dynamic professional with more than 30 years experience in the telecommunications industry. The Contact Center industry has been Bruce's passion for over 20 years. His experience has included designing, implementing, evolving and having a futuristic, innovative view the industry. Bruce has had the opportunity to work with customers on strategic planning , designing, Voice over IP, Multi media, reporting and SIP. He works to achieve the right solution to meet the business demands for his client.



**David Geffen**

**PCI– What Does it Mean and What's Expected**



There are many reasons why the Payment Card Industry (PCI) Data Security Standard (DSS) is important. For example, the Privacy Rights Clearinghouse's Chronology of Data Breaches reports that more than half a billion sensitive records were breached between 2005 and mid-2010. The PCI DSS has become the gold standard to help alleviate vulnerabilities and protect card holder data. In this session we will discuss PCI, how it affects recording solutions and what you can do to help ensure that your contact center operates in compliance with the PCI DSS.

David Geffen is Director of Product Marketing at NICE's Enterprise Systems and Recording division. He is responsible for managing the product marketing activities for NICE's recording and SMB solutions. Mr. Geffen joined NICE in 2005 and has over 10 years of experience in the telecommunications market. Prior to his role as Solutions Marketing Manager, he held various positions at NICE in R&D and product management. Mr. Geffen holds a BSc in Computer Sciences and Economics from Bar-Ilan University.

**Rob Begg**

Radian6 Director of Product Marketing  
**"Social Media Command Centres"**





**Sacha Morisset**

**Web 2.0 in the Workplace**



Social media use has now become a fact of life and its use does not stop at the workplace's doorsteps. Many companies now embrace this new technology and integrate it to various aspects of their business, from marketing, to recruiting and project management. The challenge for employers is to be aware of the inherent risks of Web 2.0 tools and manage these risks appropriately.

In this session, Mr. Morisset will explore some of the major legal issues raised by Web 2.0 in the workplace and strategies for risk management.

Sacha D. Morisset is a partner with the law firm of Stewart McKelvey. He holds Bachelor's degrees in Psychology and in Law, both from the Université de Moncton. Mr. Morisset was called to the New Brunswick Bar in 2001. Since that time, his practice has been primarily focused on advising and representing employers in all labour and employment matters including, discipline and terminations, workplace health and safety issues and human rights issues.

Fluently bilingual, Mr. Morisset also speaks regularly on labour, employment and administrative law issues at various conferences and regularly contributes to his firm's newsletter on labour and employment legal issues for employers, the Atlantic Employers' Counsel.

**Bill Sherman**

**Looking for the Sweet Spot - Applying Behavioral Reengineering within Contact Centres**

What Happens During the Call?: Measuring and Managing Agents' Behaviors



Contact centers constantly generate call data, As a manager or executive, you regularly examine your agents' talk-times, downtimes, and resolution outcomes. Yet, many call center leaders report it much harder to quantify their agents' in-call behaviors.

- Which in-call behaviors matter?
- How can we reliably measure them?

When organizations apply behavioral analysis to their agents' interactions, they often improve their ability to predict key business outcomes -- such as customer acquisition, customer retention, or customer satisfaction.

In this story-filled session, you will learn how managers who align their strategy around agent behaviors have gained greater insight into their business. Then, as a second step, they have created systems to track and improve these behaviors.

- Identify the behavioral metrics that matter within your center
- Collect reliable data around agents' in-call behaviors
- Improve your selection system to hire candidates who possess these characteristics
- Teach first-line supervisors how to recognize and coach these behaviors
- Motivate agents to display these behaviors

After this presentation, you should be equipped to ask smart questions within your organization.

Bill Sherman co-founded Intulogy and serves as its Managing Partner. Over the past eleven years, Intulogy has shown contact centers and Fortune 500 clients how to create behavior-focused systems for selection, training, and performance management. As a practitioner, Bill specializes in strategic-level analysis, and he has contributed both articles and insights to magazines such as *Chief Learning Officer*, *Training Magazine*, and *HR Magazine*.

**Mike Zegarski**  
**Fibre to the Desktop**



Mike is a Sr. Systems Engineer at Motorola supporting the Passive Optical LAN Solution. He began his focus on Passive Optical Networking technology in 2001 with Quantum Bridge, a leader in the early BPON commercial marketplace catering to North American cable operators and municipalities. Since then he has aided in the successful roll out of the largest US-based consumer xPON deployment. Most recently he was a member of the team responsible for creating, developing and delivering Passive Optical LAN to the business marketplace for Motorola. Prior to his role as Systems Engineer, he held positions within technical support and sales for both MCI and SBC Communications focused on the enterprise business arena.

Motorola's Passive Optical LAN (POL) solution is a highly reliable and economically disruptive enterprise LAN solution providing all-fiber access to any Ethernet end point such as end user devices, access points and wireless controllers, application servers and printers. Motorola's POL solution is based on proven Passive Optical Networking (PON) technology and provides enterprises with the ability to rapidly address their evolving LAN requirements while dramatically simplifying the enterprise LAN and greatly reducing total life cycle costs.



## Registration

Full Delegate - Member: \$399.00 CAD

Full Delegate - Non Member: \$499.00 CAD

Day 1 Only - Member: \$249.00 CAD

Day 1 Only - Non-member: \$299.00 CAD

Day 1 Keynotes Lord and Carroll: \$125.00 CAD

Day 1 Workforce Management Bootcamp: \$100.00 CAD

Day 2 Only - Member: \$249.00 CAD

Day 2 Only - Non-member: \$299.00 CAD

To register, click here: [Registration Page](#)

To book a room at the Delta Fredericton at our special conference rate, click here: [Delta Fredericton](#)

\*Member rates apply to ContactNB, Contact Centre Nova Scotia and members of all Canadian provincial contact centre associations.

\*\* All prices subject to 13% HST.