



Contact Atlantic is the largest contact centre conference and Expo east of Montreal drawing over 200 contact centre professionals from the Canadian provinces of Ontario, Quebec, Prince Edward Island, New Brunswick, Nova Scotia and Newfoundland as well as delegates from the US and even the UK. We offer sessions appealing to customer service, HR, IT, senior management and workforce planning professionals. For complete details on Contact Atlantic 2012 and a conference schedule, visit www.contactatlantic.com

Sessions Include:

Boomers and X's and Y's; Oh My! Managing a Multigenerational Workplace

Susan Haywood

There are currently four distinct generations in the workplace, each with a unique style and different needs and values. This can create misunderstandings, conflict and strife in organizations. Learn how your organization can forge a strong and cohesive team across the generations. Learn how generational diversity can be leveraged to create a more engaged workplace. Learn about policies and practices that will attract younger generations as well as benefit and recognize more seasoned employees.

Bullying in the Workplace

Jack Graham, McInnes Cooper

Jack will provide practical tips and guidelines for dealing with legal issues in the customer contact business. Jack 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.

Finding the Balance! Hiring for performance and retention

Colleen O'Brien-Wood, PhD

Vice President, International Development and Consulting

The ability to source a ready supply of qualified people is a huge competitive advantage. It not only ensures your organization can sustain a high performing culture; it comes down to ensuring you have the right employee in the right role. Colleen O'Brien-Wood, PhD, will share some leading research findings and case studies from major Contact Centers from across Canada and the United States:

- How hiring high performers can mistakenly drive agent attrition.
- Why leveraging predictive science and benchmarking is critical to realize a proper job fit.
- How an integrated recruitment strategy leveraging technology & tools can improve your agent retention.
- How leading companies have successfully transformed their frontline agents from a "Service to Sales" culture.

Single day registration packages start at just \$249.00 Visit www.contactatlantic.com for more