**2016 Conference Presentation Guidelines**

The following information is designed to assist you in preparing your presentation submission for *The 2016 National Customer Service Conference* presented by the NCSA. Submissions should be sent electronically by email. If you have additional information you feel may be of use to the Planning Committee, please attach to your submission email.

<table>
<thead>
<tr>
<th>Presentation Type/Purpose</th>
<th>Breakout/Concurrent Session</th>
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<tr>
<td></td>
<td>These sessions are expected to be interactive providing attendees the opportunity to engage with the presenter. Materials presented should be application-based versus theoretical in nature, with consideration for cross-industry applicability.</td>
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<tr>
<th>Conference Theme</th>
<th>Putting the Customer First – A Focus on Service Excellence!</th>
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<th>Presentation Length</th>
<th>75 Minutes, inclusive of Q &amp; A.</th>
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<tr>
<th>Presentation Scheduling</th>
<th>Monday, May 16 and Tuesday, May 17, 2016. Specific day and time assigned will be provided to accepted presenters no later than February 15, 2016.</th>
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<tr>
<th>Submission Guidelines</th>
<th>1. PROVIDE PRESENTATION FOCUS AREA FROM THE RECOMMENDED TOPICS BELOW</th>
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<tr>
<td></td>
<td>Should you wish to suggest an alternative topic that will support the conference theme, please contact our Conference Coordinator, Ashley Ruggles at <a href="mailto:Ashley.Ruggles@NationalCSA.com">Ashley.Ruggles@NationalCSA.com</a>.</td>
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**Category 1: Creating a Service Culture**

- Laying Your Foundation for Success - Mission, Vision, Values, Goals, Objectives
- The Critical Role of Attitude, Knowledge and Empowerment
- Exploring the Service-Centric/Customer-Centric Organization
- Implementing the Service Culture within Your Group/Department/Organization
- Building an Effective Service Team
- Excellence in Service – Every Customer, Every Time
- Customer Service Myths – Fact vs. Fiction

**Category 2: Maintaining a Service Culture and Building Relationships**

- Building and Maintaining Customer Relationships
- Serving Your Internal Customer
- Successful Approaches for Growing Your Customer Base
- Strategies for Building Customer Loyalty
- Coaching and Being Coached in a Service Team Environment
- Developing and Maintaining a Highly Motivated Service Team
- Best Practices in Customer Service

**CONTINUED**
Presentation Guidelines

Category 3: Effective Communication
• Maximizing the Benefits of Networking
• Winning Telephone Skills
• Effective Email Communication
• Engaging in Courageous Conversations
• Communication Strategies for Customer Service Professionals
• Dealing with Emotional Customers
• Developing Best Practice Service Measurements/Metrics
• Surveying Your Customer
  - What Works—What Doesn’t
  - Constructively Using Survey/Feedback Information

Category 4: The World Around Us
• Social Media
  - Image Building
  - Marketing
  - Feedback
  - Damage Control
• Diversity - Valuing our Differences
• Managing Conflict
• Effectively Dealing with Different Customer Types
• Impact of Generational Differences on Service Providers
• Understanding what Drives Your Customer’s Behavior
  - Needs (Motivation)
  - Individual/Personal Values
  - Personality Types
  - Experiences—Good and Bad

Category 5: What’s in Our Way
• Social Media
• Managing Stress in a Service Environment
• Effective Decision Making and Problem-Solving
• How to Effectively Manage Change
• Self-Management - Getting the Most Out of Your Day
• Service Breakdowns: Prevention and Recovery

2. PROVIDE PRESENTATION TITLE
Maximum 60 characters, including spaces. Please note that this is often the only thing participants use to select a session. It must clearly communicate the session content.

3. PROVIDE PRESENTATION DESCRIPTION
Maximum 600 characters, including spaces. If selected, this information will appear in conference marketing materials, conference program and/or on NCSA website.
4. PROVIDE BRIEF PRESENTATION SUMMARY
No more than one single-spaced page that highlights what participants will take away from your presentation/workshop that is practically and immediately useful to them back at work. This will likely include tips, techniques, forms, templates, lists, timelines, etc. that are included both in your hand-out and your presentation. Presentations must be “commercial-free” – overt selling of products or services are not permitted.

5. PROVIDE PRESENTER INFORMATION
• Provide name, title, company affiliation, mailing address, phone number, and email address.
• Provide a short introductory bio - maximum 1,000 characters, including spaces.

6. PROVIDE REFERENCES
• Provide appropriate speaking references.
• Please list the last two events at which you presented, the topic and the year(s) they took place.
• First-time conference presenters are encouraged to apply.

7. PRESENTER EXPECTATIONS
If we select your presentation, you must adhere to the established guidelines:
  a) Submit your complete and final PowerPoint presentation by April 15, 2016.
  b) All Conference presentation handouts will be combined and provided to conference attendees on a USB flash drive. If presenters want to provide additional materials to attendees, they may do so at their own expense.
  c) Refrain from any direct or indirect marketing of specific products, services, software, or other commercial ventures during your session.
  d) If selected, you will be required to sign an NCSA Speaker Confirmation & Release Form.
  e) Presenters recognize the significance of national exposure and heightened credibility from the opportunity to present at The 2016 National Customer Service Conference being sponsored by the NCSA and assume responsibility for personal conference travel expense. Conference planned meals/breaks are provided to presenters.

Questions
Thank you for your interest in our conference. We will confirm your presentation status no later than February 15, 2016 but welcome your questions at any time to our Conference Coordinator, Ashley Ruggles, at conference@NationalCSA.com.

Thank You for Your Conference Submission!