



Thursday, 7th February, 2008,
The Lymm Hotel, Lymm, Warrington

**Free Workshop: Development in IP that support Homeworking & Self Service
(delivered by 4 Net Technologies)
9.30am – 12.15pm**

**CallNorthWest Members Networking Lunch
12.30pm – 1.30pm**

**Free CallNorthWest Regional Call and Contact Centre Forum
1.30 – 4.30pm**

CallNorthWest Regional Forum

1.15 pm	Registration	
1.30 pm	Welcome and introduction	Tom Kirby - CallNorthWest
1.40 pm	CNW News	Martin Stacey - CallNorthWest
	CallNorthWest will reveal the full details of the additional benefits members will receive during 2008 as well as news of this years programme of activity	
2.00 pm	Are you a brand activist?	Rick Kirkham - SOH
	As a key customer touch point, Contact Centres can help build brand value through a good service reputation - driving customer loyalty and creating commercial opportunities. Rick Kirkham (from audio brand agency SOH) will discuss how some of the UK's biggest brands are using the automated part of the customer's call experience to contribute to brand value, and the resulting business benefits.	
2.40 pm	Train to Gain Advisory Service	Learning & Skills Council North West
	The Learning & Skills Council's primary resource for employers is the Train to Gain advisory service. This will increase in size and importance very quickly over the next couple of years. All funded provision for employers remains the same (first level 2, skills for life, part funding of level 3 etc). The Train to Gain model will be the route to any funded provision for employers.	
3.00 pm	Refreshment Break	
3.20 pm	Identifying the Talent, Psychometrics made easier	Simon Kerevan - Liverpool Assessment Centre
	Simon Kerevan from the Liverpool Assessment Centre that has recently been created by NDK International to assist companies that do not have specialist assessment expertise in-house and need to assess candidates within a recruitment campaign or existing employees during periods of change/ development	
3.50 pm	Effective Customer Relationship Strategy	Sian Ciabattoni - Amcat Noble
	Developing long term, valuable relationships are the aim of most contact centre operation. Sian will provide an insight into how organisations are delivering on this objective	
4.20 pm	General Q&A Session	
4.30 pm	Close	