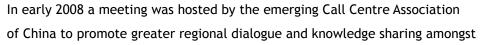




APCCAL EXPO 2011 - Hong Kong

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APCCAL - Collaborate for better results





HKCCA is honored to be selected to host the 2011 APCCAL EXPO. *The Events will take place in Hong Kong and Guangzhou*, *Southern China from 23 to 25 November 2011* to capitalize on the strengths of respective markets in contact centre businesses.

Event Overview

In an increasingly dynamic and complex business environment, Knowledge; Innovation; Simplicity; Solution are key components for organizations to improve customer experience and achieve greater competitiveness and results. To ensure people, processes, infrastructure, and governance drive optimal customer interactions, how can you afford to miss the APCCAL EXPO 2011. Join us and to explore more about:



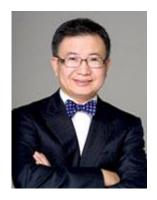
- ✓ HOW Delivering Superior Service for The International And Domestic Customers?
- ✓ WHY Building A Customer Experience Culture In Your Contact Centre?
- ✓ WHAT Multi-channel Integration Made Simple?
- ✓ WHICH Clouds, Crowds and Autonomous Customers: Delivering 'Service as Unusual'?

Conference Agenda

| DATE | ARRANGEMENTS / CONFERENCE AGENDA | Speaker |
|-------------|--|------------------|
| 23 Nov 2011 | ✓ Winner showcase - Site visit | |
| | | |
| 24 Nov 2011 | APCCAL EXPO Conference | |
| Morning | ✓ Welcome by APCCAL Chairman | Mr. Sidney Yuen |
| | ✓ Opening Speech by Guest of Honor | |
| | ✓ Keynote Address: Delivering Superior Service For The International | Mr. Manjor Menon |
| | And Domestic Customers | |

| | The new challenges of customer demand What new competencies, processes, technologies and mindsets required How should we start the transformation journey Multi-channel Integration Made Simple | |
|-------------|---|------------------------------------|
| | Mr. Simon Lee | |
| | ✓ Clouds, Crowds and Autonomous Customers: Delivering 'Service as Unusual' | Dr. Nicola Millard |
| Afternoon | ✓ Concurrent Sessions Winner Showcase - Australia Winner Showcase - Singapore Winner Showcase - Malaysia Winner Showcase - New Zealand Winner Showcase - Indonesia Winner Showcase - China Winner Showcase - Hong Kong Winner Showcase - Philippe Winner Showcase - Taiwan Winner Showcase - Korea | APCCAL Leaders |
| | ✓ Case Studies And Best Practices From The UK CCA's Award Winners ■ Knowledge of customers and their preferences for interactions ■ Simplicity of marketing and the customer promise ■ Innovation in Service, Technology, Suppliers ■ Solutions, transition, change and legal ✓ Chairman's Concluding Remarks and Lucky Draw | Mr. Michael Stock Mr. Sidney Yuen |
| 25 Nov 2011 | ✓ Site visit will be arranged in the morning | |

Key Speakers



Mr. Sidney Yuen
Chairman of APCCAL



Dr. Nicola Millard Futurologist, BT



Mr. Manjor Menon
Managing Director,
Frost & Sullivan



Mr. Michael Stock

Coach & Consultant,

BBC Leadership

Who should attend

Executives seeking to deliver customer experience and excellence in customer satisfaction:

- ✓ CEO, CIOs, CTOs, COOs / Information Technology
- ✓ Customer Service / Customer Care
- ✓ Customer Experience / Customer Satisfaction and Loyalty
- ✓ Customer Strategy / Customer Analytics
- ✓ All contact centre practitioners

EXPO Fees

| Date | Activity | Fee |
|-------------|---|---------------------------|
| 23 Nov 2011 | Winner Showcase - Hong Kong Jockey Club Contact Centre | Free to EXPO Participants |
| 24 Nov 2011 | APCCAL EXPO 2011 | HK\$750 |
| 25 Nov 2011 | Site Visit - Huawei Exhibition Hall & China Merchant Bank | Free to EXPO Participants |

Contact us

For more details, please view APCCAL official website http://apccal.hkcca.com or contact our secretariat at (852) 2577 2289

| Registration | | | | |
|---|-------------------------------|-----------------|---|--|
| Company | | Contact Person | | |
| Company | | Contact Person | _ | |
| Address | | | | |
| Tel | Fax | Email | | |
| I will join □ 24 th Nov 2011 | APCCAL EXPO 2011 | HK\$750/person | | |
| No. of participant | | | | |
| | Title | Email | | |
| Name | Title | Email | | |
| Name | Title | | | |
| Name | Title | Email | | |
| Name | Title | Email | | |
| No. of participant | | | | |
| Name | Title | Email | | |
| Name | Title | Email | | |
| Name | Title | Email | | |
| Name | Title | Email | | |
| Name | Title | Email | | |
| I will join □ 25 th Nov 2011 | Site Visit to Huawei and Chir | a Merchant Bank | | |
| No. of participant | | | | |
| Name | Title | Email | | |
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