Contact centres are at a tipping point. Rapid advances in customer and employee-facing technology have created a digital world in which contact centres have to adapt and change if they are to successfully deliver a consistent and joined-up customer experience across the customer journey.

Contact centres are ideally placed to become the beating heart of an organisation’s customer engagement strategy. It is the contact centre that can deliver the customer insight that is needed in a business environment where our customers are in control of the channels they choose to interact with organisations and where the customer journey is ever more complex.

Delivering great employee and customer experiences is recognised at board level globally as one of the key business differentiators driving competitive advantage and the view of the contact centre as being a cost centre is now outdated. Yes, the contact centre is indeed at a tipping point and now is the time for organisations to capitalise on their unique position.
WHAT TO EXPECT

Engage Customer will be examining the issues and challenges that face contact centres in our Future of the Contact Centre Conference. This will include:

- A focus on the plethora of new technologies that are driving the contact centre forward including Robotics and AI
- The key link between engaged employees, customers and performance
- How insight and analytics can deliver consistent customer experience
- How the contact centre is pivotal to delivering – or not – on the brand promise
- The rapidly changing dynamics between self-service, social and voice contact
- The transformation of the role of contact centre agents in a digital world
- Where the contact centre fits into the customer journey and service design

TOPIC STREAMS:

- Artificial Intelligence & Robotics in the contact centre
- Big Data, Customer Insight and Analytics
- CX Innovation and Transformation
- The Contact Centre & The Customer Journey
- Omnichannel Customer Engagement – Part 1 and 2
- Evolution of VOE & VOE in the Contact Centre
- Chatbots, Webchat and Virtual Assistants
- CX Service Design in the Contact Centre
- People Engagement and Recruitment

QUICK FACTS:

300 DELEGATES  2 SEMINAR HALLS  10 TOPIC STREAMS  30 PRESENTATIONS  NETWORKING DRINKS PARTY  ACCREDITED EVENT
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MEET YOUR HALL 1 SPEAKERS

Chair’s Introduction
Martin Hill-Wilson, Founder, Brainfood Consulting

Martin is a leading customer engagement and digital business strategist. Also an author and international keynote speaker. Working under my own brand, Brainfood Consulting, I design masterclasses and transformational change helping clients evolve their social and digital capabilities. Current topics include omni-channel design, proactive, low effort customer experience, social customer service and customer hubs. All themed around service innovation.

Using customer hubs as a milestone towards full digital competency

Even service organisations that consider themselves advanced in their omni-channel capabilities face the barrier of internal silos and competing agendas. This remains a strategic weakness in terms of real time responsiveness. Digitally empowered customers have reset the bar on acceptable customer experience. Organisations that want to prosper in this new regime have to adopt a new mind-set and leadership capabilities. But how to escape the days of siloed customer engagement and the idea that the service organisation was solely responsible for customer experience.

OMNICHANNEL CUSTOMER ENGAGEMENT - PART 1

Dixons Carphone Case Study
Jason Roberts, Head of Knowhow Customer Contact Centre, Dixons Carphone Group

Jason heads up the Knowhow Multi-Channel Contact Centre in Sheffield for the Dixons Carphone Group, which comprises of a number of large functions across Sales, Customer Service and Technical channels

An engaging leader, I relish the opportunity to drive engagement and change in challenging environments, supporting our colleagues to drive improvements in service, with a great understanding of the value of Customer insight and Colleague communication.

Specialities:
A customer focussed operator, I am able to balance service delivery with the need to manage within operational budgets, using customer insight as a critical factor. A skilled negotiator, with experience of delivering high value contracts. I am able to create, define and lead the implementation of strategic change within customer journeys across multiple areas; measuring success throughout the customer journey. Operationally I lead my team to build performance in a simple way; focusing first on our Colleagues, building and driving critical measures and ensuring they have the support they need to develop; focusing on our Customers, providing the appropriate response consistently and finally through developing our processes and systems to support the Customer Experience we offer.

Cosmos Case Study
Claire Hazle, Director of Marketing and E-Commerce, Cosmos Tours

Claire will be detailing the journey iconic travel company Cosmos are undergoing to satisfy the ever more demanding expectations of their customers.

Sureflap Case Study
Sarah Metcalfe, Head of Customer Service, Sureflap

Sarah will share how SureFlap have managed their customer service utilising the newest technologies, and achieved their NPS score of 96% and above for six consecutive years.

EVOLUTION OF VOC AND VOE IN THE CONTACT CENTRE

Cosmos Case Study
Claire Hazle, Director of Marketing and E-Commerce, Cosmos Tours

I am a well-respected and accomplished marketing strategist with experience of devising and leading significant business transformation programmes, and managing high-performing, user-centric operations teams. I have nearly twenty years’ experience in marketing, with strengths in strategy, digital marketing, e-commerce and web development gained across a number of industries, consistently delivering efficiencies, enriching user interactions and generating income. My particular specialisms are integrated marketing strategy, user experience, e-commerce and conversion rate optimisation. I am highly skilled at juggling business priorities and have proven experience of leading teams and agencies to deliver multiple projects simultaneously to challenging deadlines. I am an influential and inspirational leader committed to empowering people to reach their full potential. I’m also privileged to have been recognised by The Drum as being 45th in the top 100 most influential digital marketers (‘Digerati’) in the UK.

Sureflap Case Study
Sarah Metcalfe, Head of Customer Service, Sureflap

Sarah joined SureFlap six years ago, taking responsibility for the company’s customer service and guiding it through an extraordinary period of expansion and growth. She now leads a talented multi-lingual team who deliver outstanding customer service and happiness to all SureFlap customers around the world. Sarah is passionate about happiness in the workplace, and she knows the positive impact this has on the customer experience. Through continuing to innovate and improve the customer journey, SureFlap now has an amazing Net Promoter Score of 95+ with an increase in customer contact of over 50% over the last 12 months. Originally from British Columbia, Canada, Sarah brings a wealth of customer service experience from a background that includes charities, logistics and manufacturing. Inspired by the teachings of great customer service companies like Zappos and Happy Ltd, she wants to share her experience and the success of SureFlap with others including her strategy for supporting SureFlap’s new connected suite of pet products within the Future of Intelligent Pet Care.

OMNICHANNEL CUSTOMER ENGAGEMENT - PART 1

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MEET YOUR HALL 1 SPEAKERS

BT Consumer Case Study
Sarah Davies, Senior Principal, Internal Communications, BT Consumer

BT Consumer is on a complex journey to transform customer experience. Sarah is currently leading an innovative internal communication programme across 23 UK contact centres to support this change

A global Internal Communications professional with over 15 years’ experience across consumer, IT and financial services organisations. Sarah specialises in leading complex internal communication programmes including M&A activity and large scale transformation programmes.

Sofology Case Study: Providing an Outstanding Customer Journey Online
Kylie McDonald, Online Reputation Manager, Sofology

Historically when we had a Customer Service issue, we would pick up the phone and speak to somebody. More and more customers now choose to head online and speak to us through live or web chat, Facebook, Twitter, even Instagram. Why? Because it is quicker, they get more attention if raising an issue and we all have an app on our phone which means they can access our brand at any time. I will be sharing some key SLA’s, engagement tips and looking at where a light hearted or fun conversation turns into unprofessionalism. What is said online, stays online and one adverse post or comment could not only damage the brand reputation but leave a lasting impression on your Customer turning their experience sour quite quickly.

As Online Reputation Manager at Sofology, Kylie McDonald is incredibly passionate about brand perception and making a good impression. With a background in Customer Experience, Kylie has been nurturing her company’s online reputation across all digital channels over the last 12 months. In a 24/7 online world where customers can choose to engage at any time and on any channel they choose, Kylie uses her wealth of experience, empathy with customers and a sense of humour to boost positive feeling and good will towards her company. Brand ambassador, troubleshooter and online caretaker, Kylie’s forward-thinking approach to digital customer experience helps Sofology shoppers to feel at home on a sofa they love.

Proactively Transforming Customer Service at Elmbridge Borough Council
Dawn Crewe, Head of Customer Service, Elmbridge Borough Council

Elmbridge Borough Council in Surrey is an exemplary public sector customer service case study about providing the highest quality service to the town’s residents. The project is seen as a unique take on Citizen Relationship Management (CRM), ensuring service users are measurably at the heart of everything it does.

Elmbridge started its CRM journey with a vision of a solution that would allow citizens to easily interact with its teams and complete transactions, freeing up staff time without driving up costs. To achieve this, it deployed CRM software, Microsoft Dynamics, and best-of-breed Citizen Relationship Management techniques supported by customer engagement technology provider, VoiceSage. Use of instant polling and on-going building of a database of customer reactions, together with benchmarking via customer metrics, is key to Elmbridge’s take on Citizen Relationship Management, for example.

The solution is the core of Elmbridge’s highly innovative ‘Brilliant Customer Service Every Time’ (BCSET) programme. BCSET, or just ‘Brilliant’, is all about finding out exactly what citizens need so as to make sure Elmbridge can continually monitor and improve services. Key to this project success was the close co-operation between senior management, IT and customer services who worked hand-in-hand to deliver this award-winning service.

Dawn is Head of Customer Service at Elmbridge Borough Council where she is responsible for leading a customer transformation programme providing a centralised customer service function; re-designed business processes; increasing channel shift and high customer satisfaction. Dawn is accountable for the customer service function which employs 30 staff, handles customer contact activity of 150,000+ calls per year, 30,000 visitor enquiries and 65,000 transactions with a £1.5 million budget. Prior to Elmbridge, Dawn served for eight years as head of customer service at London Borough of Richmond Upon Thames.
MEET YOUR HALL 1 SPEAKERS

OMNICHANNEL CUSTOMER ENGAGEMENT IN THE CONTACT CENTRE – PART 2

First Utility Case Study
David Neale, Head of Contact Centres, First Utility

David will describe how the UK’s leading ‘challenger’ utility is transforming its contact centre operations in a hugely competitive fast moving sector.

BOC Case Study: Showcasing The Evolution of Our Contact Centre
David Galloway, Strategic Planning Manager, BOC

David is a highly experienced business strategist with a particular passion for customer insight. He has enjoyed more than 30 years working for FTSE50 and DAX30 corporates in a wide variety of assignments covering sales, marketing and strategy. He is recognised for his expertise and ability to advise and influence at board level.

David is inspired by technology, particularly when it improves the quality of life and is a force for change in the digital economy. He is always willing to share experiences and learn from others — and is particularly enthusiastic when working on new concepts.

A confident and seasoned public speaker he actively seeks opportunities to get involved with the next generation of business professionals. A life time supporter of environmental protection and extremely protective of wildlife with connections to many like-minded organisations.

PEOPLE ENGAGEMENT AND RECRUITMENT

Sky Case Study
Danielle MacLeod, Customer Service Director, Sky

Danielle will describe the work Sky is doing to unhook leaders from the attraction of ‘busy’ in to build a creative, innovative, sustainable and profitable future.

Disrupting the Disrupters – How to Attract and Retain Contact Centre Talent of the Future
Carolyn Blunt, Managing Director, Ember Real Results

For some time now we have recognised the impact of generational differences in our workforce. We understand that the ‘job for life’ concept ended with Generation X and that Corporate Social Responsibility (CSR) was as important in attracting Generation Y graduates as pay. But when it comes to front line contact centre staff do the rules still apply? Is it still the low paid, low skilled, low valued role it always was? Are the best routes to engagement still simply competitive pay and shift flexibility (for some that would be a start!). A decade or two from now will our grandchildren want to work in a contact centre? And if AI succeeds will they even be needed?

In this session contact centre expert Carolyn Blunt will discuss the priorities of our future contact centre colleagues when choosing an employer. Carolyn explores how to nurture the real value that humans will bring to customer experience in a world where change continues apace; and the successful organisations of tomorrow will be disrupting the disrupters of today.

Carolyn Blunt is Managing Director of Real Results, a consultancy that works with contact centres to improve performance. Carolyn is especially renowned for identifying opportunities to improve customer experience and sales whilst creating efficiencies. Her team creatively lead culture change through people. Projects include ‘Liber8 The Human’ for Shop Direct which reached 1000 customer service and sales staff in 3 countries and Boots ‘The Balance’ a successful AHT reduction programme for over 300 Advisors in their Nottingham HQ.

Carolyn is co-author (with Martin Hill-Wilson) of the book ‘Delivering Effective Social Customer Service’ published by Wiley. As an industry writer and speaker Carolyn was voted Most Respected Person in the UK Contact Centre Industry 2012-2014 by readers of Call Centre Helper Magazine. Carolyn is an engaging and trusted speaker for ‘Customer Contact Expo’, ‘The Forum’ and ‘Call Centre Helper’.

Drinks & Networking
Chair’s Introduction
Tracey Shirtcliff, Director, The Virtu Group

Tracey is an entrepreneur and Technology driver. She has a first class master’s degree in Marketing, and is passionate about what technology can do for customers and businesses alike.

Tracey cut her teeth in technology, enabling Forte Hotels with their first generation web presence, as the head of Electronic marketing. She went on to run a creative tech Agency working in content, well before the mantra of ‘content is king’ was coined. She delivered content and digital strategies for the likes of loot.com, BskyB, Forte hotels, and BT. She has launched two tech offerings for Royal Bank of Scotland, a B2B electronic Digital identity product, TrustAssured, and FastPay for NatWest. FastPay, was an online and mobile payment platform. These two offerings were undertaken well before, it was seen as key to engage customers with clever technology solutions, to drive brand value.

Tracey founded, built and sold a software business that provided award winning software to the creative industry, to better improve process and delivery for clients. Traffic LIVE had offices in London, Sydney and New York, and were the chosen workflow provider for WPP, Aegis and IPG, and supported iconic brands like McCann, Isobar, Wunderman, Y&R, and FITCH. The Secret to her success, in her own words is to ‘surprise and delight the customer with clever technology engagement’.

CX INNOVATION AND TRANSFORMATION

Virgin Atlantic Case Study
Ian Naylor, VP Global Contact Centres, Virgin Atlantic

Ian will describe how Virgin Atlantic is transforming its contact centre operations is a fast changing industry sector.

BIG DATA, CUSTOMER INSIGHT AND ANALYTICS

Atom Bank Case Study
Michael Sherwood, Head of Customer Experience, Atom Bank

Michael will show how listening to the Voice of the Customer and gaining customer insight is aiding the launch of the UK’s first banking app.

Make It Cheaper Case Study
Danni Rush, Head of Service, Make It Cheaper

Danni will take us on the Make It Cheaper journey to transform our CX strategy by looking at new technology, culture and thought processes.

MEET YOUR HALL 2 SPEAKERS

Chair’s Introduction
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I am passionate about delivering excellence in customer service, providing a first class customer experience, driving sales, revenue and profit growth and ensuring the culture and behaviors of the people in my teams strive for best in class.

With the customer being centric to any sustainable business strategy and the focus being on the specialist service as well as the products that businesses provide, the pressure is on for every touch point to deliver on all levels. Having worked in both a small business and for large brands, delivering several change projects I am excited to start the next chapter with the team at Make it Cheaper!
MEET YOUR HALL 2 SPEAKERS

Innovation, Disruption, Investment…. Where To Start?
Simon Foot, Director, Ember Services

Simon will share Ember perspectives on what they see as exciting and innovative developments affecting customer engagements and what this means for contact centres in the future. As always you can rely on Ember to focus on the practical realities and considerations to help you evaluate and deliver the right changes for your organisations. Drawing on examples and case studies from those who have done it, as well as recent research that Ember has undertaken, Simon will provide some thinking on what organisations that successfully embrace disruption opportunities are doing and how these initiatives are capitalised on.

BIOG
Simon has been involved in the customer management industry for over 20 years – as both an operations practitioner and an advisor to major brands globally. He is a regular presenter and trusted industry commentator, being voted amongst the industry’s most influential voices in 2015/16. As an Ember Director, Simon has worked with some of the UK’s most significant brands to help them navigate through the complexity of defining and delivering technology led transformations to elevate the customer experience. In his spare time Simon is a keen golfer, football fan and family man, all of which involve far too much shouting these days!

CX SERVICE DESIGN IN THE CONTACT CENTRE

Everyone Else is Becoming More Agile But Why isn’t the Contact Centre?
Adrian Swinscoe, Consultant, Rare Business

Many organisations are going through a customer experience and digital transformation and are doing so by adopting more agile ways of working. However, most of the agile teams and initiatives seem to be digital and technology focused. Why hasn’t agile hit the contact centre yet? What could happen if contact centres become more agile in their approach? And, is it possible to make contact centres more agile whilst still moving the key metrics that matter to the business? This seminar will answer those questions, share some stories about ‘pockets’ of agile excellence in contact centres and show how contact contest can become more agile and deliver greater value to the customer throughout their journey through the use of approaches like agile, service design and systems thinking.

BIOG
Adrian Swinscoe is a consultant and adviser to a number of firms helping them improve their customer and client experience. His clients range from large publicly quoted organisations to fast-growing, entrepreneurial firms.

He’s a huge fan of organisations that do great things for their customers and enjoys using research, stories and human insights to help create change and better results for his clients. He will be publishing a book: How To Wow with Pearson in Apr/May 2016 that will be full of practical tips, inspiring insights and interviews with a wide range of leaders and entrepreneurs on how to deliver a world-class customer and employee experience.

Overall, he’s a lover of simplicity and an advocate of the human touch with some really useful technology thrown in. Outside of work, he’s a keen but distinctly average rock-climber and loves to develop and share via his blog and his column on the Entrepreneur section of Forbes.com.

M&S Case Study
Jo Kirkham, Head of Customer Sales and Service Centre Experience Improvement, M&S

Jo will share the M&S journey to customer service experience improvement in a challenging and volatile retail environment.

BOOK YOUR PLACE NOW
ContactCentreConference.com
FUTURE OF THE CONTACT CENTRE CONFERENCE

THURSDAY FEBRUARY 23rd 2017

HALL 2

MEET YOUR HALL 2 SPEAKERS

ARTIFICIAL INTELLIGENCE & ROBOTICS IN THE CONTACT CENTRE

RBS Case Study
Nick Muir, Senior Analytics Manager, RBS

Nick will share the work RBS is doing in the data and analytics space to improve Customer experience in its Contact Centres around AI and the data driven review of prompts.

BLOG
• 11 years Managerial experience in global financial institution
• Strong senior leadership experience of managing and coaching highly skilled teams, delivering at a departmental and organisational level, and enhancing capability of others. RBS Leadership accreditation and established business coach for new Bank Graduates
• 8 years Incident and Crisis Management experience in global financial institution, including all aspects of response (IT, Operational, Risk, Regulatory, Communications)
• Experience in leading Senior Executive level incident response meetings
• Strong stakeholder management capability (internal and external) with success in developing key relationships that deliver financial and operational success
• Experience in delivering commercial success through the use of data driven analysis and personalised customer engagements
• Extensive knowledge across the Banking sector with strong experience in Operations, Retail Banking, Corporate & Commercial Banking, and Payment Services / Schemes
• Presenting to a wide range of audiences and organisational levels

CHATBOTS, WEBCHAT & VIRTUAL ASSISTANTS

Nudging Chatbots
Colin Strong, Global Head of Behavioural Science, IPSOS

An increasingly digital experience has a vast range of new opportunities for brands to optimise customer engagement. But today we are on the cusp of what we are calling the ‘mind economy’. This reflects the way in which we are now able to personalise the customer experience by leveraging insights about consumers inner lives from their behavioural / transaction data. Chatbots will increasingly be used to delivering psychological personalisation at scale with very direct benefits for brands and consumers alike. We present our vision and ways in which brands can start making their first steps in this space.

BLOG
Colin Strong is the Global Head of Behavioural Science at Ipsos. He has a background in applying behavioural science to client challenges across a range of market categories. He is well known for his work in technology and has taken an active position in the debate on Big Data and its potential for the market research industry. Colin’s book, “Humanizing Big Data” explores the opportunities that lie at the intersection of data, behavioural science and market research.

TNT Case Study
Sarah Lander Scott, Head of Customer Experience, TNT UK

Sarah will reveal how TNT has established a brand new customer complaints team and launched online live chat too as well as regionalisation organisation of customers to customer serviced desks.

BLOG
Motivated, passionate individual experienced in the delivery of Customer Experience strategy. Proven track record of improving customer satisfaction scores, transformation of business and driving cultural change. Strong ability to report on overall brand experience, drive high employee engagement and identify opportunities strategically, delivering projects to time and cost improving customer satisfaction, loyalty and advocacy.

Engaging natural leader with clear direction and drive for results. Excellent stakeholder management skills and ability to work cross functionally. Tenacious with a great appetite for change, challenging the norm welcoming new ideas and diversity in teams. Great attention to detail with good financial awareness and overall business acumen and a balance of business vs. customer viewpoint.

Drinks & Networking

How do we Stop Doing Dumb Things to Our Customers & Our People?
Peter Massey, Director, Budd

Peter will outline the following:
• Using the internet of bitsnpieces
• Buying, installing and using the internet of things – personal experiences
• Lessons for the human-machine interface
• What it takes to design human-machine interfaces that work and why it’s already vital

BLOG
Peter is a serial entrepreneur who has built and run a series of 4 businesses in customer relationships, contact management, operations and programme management over the last 20 years, working with clients across all sectors. He describes Budd’s business model as ‘co-creation’ with clients & their customers, with colleagues globally in LimeBridge. He facilitates the 10 year old Chief Customer Officer Forum in the UK. Budd’s focus is implementing “The Best Service Is No Service” processes, now a book written by his former Amazon colleague.
2017 EVENTS INCLUDE

- CUSTOMER DATA SECURITY DIRECTORS FORUM
  Tuesday 31st January 2017

- CUSTOMER ENGAGEMENT TRANSFORMATION CONFERENCE
  Thursday 6th July 2017

- INTERNAL COMMUNICATIONS CONFERENCE
  Friday 15th September 2017

- CUSTOMER ENGAGEMENT SUMMIT
  Monday 13th November 2017

- FUTURE OF THE CONTACT CENTRE CONFERENCE
  Thursday 23rd February 2017

- EMLOYEE ENGAGEMENT SUMMIT
  Thursday 20th April 2017

- EVOLUTION OF WORK CONFERENCE
  Friday 15th September 2017

- ENGAGE AWARDS 2017
  Monday 13th November 2017

BOOK YOUR PLACE

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Join Roundtable Sessions
Lunch & Refreshments
Presentation Slides
Access to Engage Hub
Networking Drinks Party

I WISH TO ATTEND:

SUMMITS:
- Employee Engagement Summit 2017 – 20th April
- Customer Engagement Summit 2017 – 8th November

CONFERENCES:
- Future of the Contact Centre Conference – 23rd February 2017
- Customer Engagement Transformation Conference – 6th July 2017
- Evolution of Work Conference – 15th September 2017
- Internal Communications Conference – 15th September 2017

DIRECTOR FORUMS:
- Customer Data Security Forum – 31st January 2017
- Other - Please specify = £

STANDARD* (1 Ticket)
SAVE: £200
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£895+VAT

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£1,995+VAT

GOLD* (10 Tickets)
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£2,795+VAT

VENDOR* (1 Ticket)
£1,495+VAT

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Lunch & Refreshments
Presentation Slides
Access to Engage Hub
Networking Drinks Party

I WISH TO ATTEND:

SUMMITS:
- Employee Engagement Summit 2017 – 20th April
- Customer Engagement Summit 2017 – 8th November

CONFERENCES:
- Future of the Contact Centre Conference – 23rd February 2017
- Customer Engagement Transformation Conference – 6th July 2017
- Evolution of Work Conference – 15th September 2017
- Internal Communications Conference – 15th September 2017

DIRECTOR FORUMS:
- Customer Data Security Forum – 31st January 2017
- Other - Please specify = £

STANDARD* (1 Ticket)
SAVE: £200
£595+VAT

BRONZE* (2 Tickets)
SAVE: £300
£895+VAT

SILVER* (5 Tickets)
SAVE: £500
£1,995+VAT

GOLD* (10 Tickets)
SAVE: £700
£2,795+VAT

VENDOR* (1 Ticket)
£1,495+VAT

SPECIAL EARLY-BIRD OFFERS

*PRICE: OFFER ENDS 20TH JANUARY

DELEGATE PACKAGE:
End User
Full Conference Pass
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