

An overhead, black and white photograph of three call center agents working at their desks. The agents are wearing headsets and are focused on their work. Each desk is equipped with a computer monitor, a keyboard, a mouse, and a telephone. The central agent is wearing a plaid shirt and a watch, while the other two are wearing dark clothing. The desks are white, and the background is a dark wood-grain wall.

**J.D. POWER**

**emPOWER**  
CUSTOMER SERVICE

March 23 -25, 2020  
Miami, FL

2020 SPONSOR OPPORTUNITIES

## Verified Strategies and Best Practices from Top Performers

In 2020 we are combining our Roundtable of Champions with our emPOWER Customer Service Conference to bring you the customer experience event you can't miss! This event is different from other CX events as we combine strategic insights from executives and a deeper dive into specific practices that enable the strategy to succeed. With this unique format, attendees will learn what the strategy is and why elements of the strategy are so important to success, directly from the people in the field executing against that strategy. This event is all about learning from verified top performers about how they are competing and winning at the executive level and the operational level where decisions, tactics and specific practices are driving a great customer experience.

Our new format will feature fast-paced presentations directly from certified top performing organizations along with keynote sessions lead by executives who are leading the way when it comes to customer service excellence and vision.

Hear from, and interact with, over a dozen service leaders that consistently deliver great customer experiences through never-ending innovation and continuous improvement.

Attendees at the 2020 emPOWER CS event will not only have the opportunity to learn the latest methods for improving their employee performance and customer experience while reducing operational costs, but they will also be exposed to:

- Keynotes that challenge leaders to think differently about how their people, partners and policies can positively impact communities locally, nationally and globally
- Leading-edge technology and services that enable great service
- The latest research on what customers care about most in service and technical support environments
- Networking events and sessions that allow attendees to interact with colleagues and top performers across industries

This event is tailored to executive and senior management responsible for customer service strategy, operational service, and execution across support channels.



# Schedule of Events



The Unique Event Format That  
Delivers the Most Breakthrough  
Ideas to Help Your Organization  
Compete and Win

## **MONDAY, MARCH 23, 2020**

6:00 PM Welcome Reception

## **TUESDAY, MARCH 24, 2020**

7:30 AM Breakfast onsite

8:30 AM General Session

12:00 PM Lunch onsite

1:00 PM General Session

7:00 PM Offsite Event

## **WEDNESDAY, MARCH 25, 2020**

7:30 AM Breakfast onsite

8:30 AM General Session

12:00 PM Lunch onsite

1:00 PM General Session

5:30 PM Event concludes



# PAST ATTENDEES

The following is a partial of the unique companies and representatives who have attended past Customer Service events.

24-Hour Fitness	Citizens Bank	Grande Communications	Ocwen Financial Corporation
Aetna Concierge Ameren Missouri	Comcast	Green Tree Servicing, LLC	Origami Owl
American Family Insurance Aon Risk Solutions	Comerica	Guardian Retirement Solutions	PerformRX
ADT	ConnectYourCare	Hyundai Capital America	Pivotal Home Solutions
AT&T	Country Insurance	ICMI	Primerica Life Insurance Company
Audi	CSAA Insurance Group	Ideal Dialogue Company	PSE&G
Auto Club Group (AAA-MI)	Delta Air Lines	J.P. Morgan Chase	Publicis Health
Auto-Owners Insurance Company Bank of America	Driva Solutions	Kaplan University	Quest Diagnostics
Bank of America Merrill Lynch	DTE Energy	KARL STORZ Endoscopy-America	Rabobank N.A.
BEHR	Duke Energy	Locus Telecommunications, Inc.	RCN
BlueCross BlueShield Arizona	E*Trade	Merrill Edge	Safeco Insurance Company
BlueCross BlueShield of North Carolina	Echopass	Merrill Lynch Retirement Services Group	Salt River Project
Brinks Home Security	EMD Serono	MetLife	Service Agility
Caliber Home Loans	Etech Global Services	Morgan Stanley	TD Ameritrade
Capital One Auto Finance	First Tennessee Bank	NBT Bank	TD Bank
Capital One Bank	Freeman Company	Nicor National	The Hartford
Center Partners, Inc.	General Services Administration (GSA)	Nissan Motor Acceptance Corporation	Union Bank
CitiMortgage	Global Experience Specialists (GES)	Northwest Savings Bank	UPMC Health Plan, Inc.
	Google	NueBridge LLC	Wells Fargo—Wealth Management

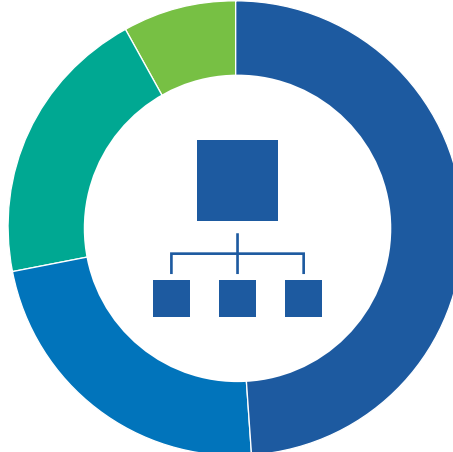
# REACH YOUR TARGET AUDIENCE

## INDUSTRY AFFILIATION



- 20% Financial Services
- 18% Utilities
- 14% Telecom
- 13% Insurance (P&C)
- 12% Healthcare/Health Insurance
- 11% Advertising/Media
- 7% Travel and Leisure
- 5% Consumer Packaged Goods

## JOB ROLE



- 49% Exec. Director, Director
- 23% SVP, VP
- 20% Manager, Supervisor, Analyst, Other
- 8% C-Level, EVP

## JOB FUNCTION



- 37% Call Center
- 29% Customer Experience /Engagement
- 15% Operations
- 9% Marketing
- 7% Sales
- 2% Claims
- 1% Other

For more information, contact:

**Mark Miller**, Practice Leader, Customer Service Solutions, 214-789-4024, [Mark.Miller@jdpa.com](mailto:Mark.Miller@jdpa.com)

**Scott Killingsworth**, Director, Customer Service Solutions, 972-896-4086, [Scott.Killingsworth@jdpa.com](mailto:Scott.Killingsworth@jdpa.com)

## PRESENTING SPONSOR

\$40,000

### SPEAKING OPPORTUNITY

- One (1) 30-minute presentation

### ON-SITE PRESENCE

- 6' Exhibit Table/Booth where breaks are held
- Two (2) Pages Program Inclusion
- Promotion Piece provided to attendees during registration
- Company logo included in event signage, First-Tier
- Up to 90-second video played during the conference (timing determined by J.D. Power)

### PRE-EVENT MARKETING

- Press release: Sponsor Company may issue a J.D. Power approved press release announcing their sponsorship prior to the event.
- Company logo and link to your company on the J.D. Power Customer Service Event Page ([www.jdpower.com/empowercs](http://www.jdpower.com/empowercs)), First-Tier
- Company logo including in pre-event marketing email broadcasts, First-Tier

### ACCESS

- Four (4) Complimentary Event Passes
- Four (4) Discounted Event Passes at \$595 each

For more information, contact:

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# NETWORKING EVENTS

\$20,000 | TWO AVAILABLE

## ON-SITE PRESENCE

- 6' Exhibit Table/Booth where breaks are held
- One (1) Page Program Inclusion
- Promotion Piece provided to attendees during registration
- Company logo included in event signage, Second-Tier
- Up to 90-second video played during the conference (timing determined by J.D. Power)
- On-Site Branding during sponsored event

## PRE-EVENT MARKETING

- Press release: Sponsor Company may issue a J.D. Power approved press release announcing their sponsorship prior to the event.
- Company logo and link to your company on the J.D. Power Customer Service Event Page ([www.jdpower.com/empowercs](http://www.jdpower.com/empowercs)), Second-Tier
- Company logo including in pre-event marketing email broadcasts, Second-Tier

## ACCESS

- Three (3) Complimentary Event Passes
- Three (3) Discounted Event Passes at \$595 each

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## BREAKFAST SPONSOR

**\$15,000 | TWO AVAILABLE**  
(Tuesday and Wednesday)

### ON-SITE PRESENCE

- 6' Exhibit Table/Booth where breaks are held
- One (1) Page Program Inclusion
- Company logo included in event signage, Third-Tier
- Up to 90-second video played during the conference (timing determined by J.D. Power)
- On-Site Branding during sponsored event

### PRE-EVENT MARKETING

- Press release: Sponsor Company may issue a J.D. Power approved press release announcing their sponsorship prior to the event.
- Company logo and link to your company on the J.D. Power Customer Service Event Page ([www.jdpower.com/empowercs](http://www.jdpower.com/empowercs)), Third-Tier
- Company logo including in pre-event marketing email broadcasts, Third-Tier

### ACCESS

- Two (2) Complimentary Event Passes
- Two (2) Discounted Event Passes at \$595 each

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## NETWORKING LUNCH SPONSOR

**\$15,000 | TWO AVAILABLE**  
(Tuesday and Wednesday)

### ON-SITE PRESENCE

- 6' Exhibit Table/Booth where breaks are held
- One (1) Page Program Inclusion
- Company logo included in event signage, Third-Tier
- Up to 90-second video played during the conference (timing determined by J.D. Power)
- On-Site Branding during sponsored event

### PRE-EVENT MARKETING

- Press release: Sponsor Company may issue a J.D. Power approved press release announcing their sponsorship prior to the event.
- Company logo and link to your company on the J.D. Power Customer Service Event Page ([www.jdpower.com/empowercs](http://www.jdpower.com/empowercs)), Third-Tier
- Company logo including in pre-event marketing email broadcasts, Third-Tier

### ACCESS

- Two (2) Complimentary Event Passes
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## NETWORKING BREAK SPONSOR

**\$10,000 | FOUR AVAILABLE**

(Tuesday AM/PM, Wednesday AM/PM)

### ON-SITE PRESENCE

- Company logo included in event signage, Fourth-Tier
- On-Site Branding during sponsored event

### PRE-EVENT MARKETING

- Company logo and link to your company on the J.D. Power Customer Service Event Page ([www.jdpower.com/empowercs](http://www.jdpower.com/empowercs)), Fourth-Tier

### ACCESS

- One (1) Complimentary Event Passes
- One (1) Discounted Event Passes at \$595 each

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## MOBILE APP SPONSOR

\$10,000 | EXCLUSIVE

### ON-SITE PRESENCE

- Company logo included in event signage, Fourth-Tier
- Company logo included in all mobile app mentions
- Company logo banner add included on mobile app landing page

### PRE-EVENT MARKETING

- Company logo and link to your company on the J.D. Power Customer Service Event Page ([www.jdpower.com/empowercs](http://www.jdpower.com/empowercs)), Mobile App Sponsor

### ACCESS

- One (1) Complimentary Event Passes
- One (1) Discounted Event Passes at \$595 each

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## LANYARD SPONSOR

\$7,500 | EXCLUSIVE

### ON-SITE PRESENCE

- Company logo included in event signage, Fourth-Tier
- Event to provide co-branded lanyards

### PRE-EVENT MARKETING

- Company logo and link to your company on the J.D. Power Customer Service Event Page ([www.jdpower.com/empowercs](http://www.jdpower.com/empowercs)), Fourth-Tier

### ACCESS

- One (1) Complimentary Event Passes
- One (1) Discounted Event Passes at \$595 each

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## NOTEPADS & PENS SPONSOR

\$7,500 | EXCLUSIVE

### ON-SITE PRESENCE

- Company logo included in event signage, Fourth-Tier
- Event to provide co-branded notepads

### PRE-EVENT MARKETING

- Company logo and link to your company on the J.D. Power Customer Service Event Page ([www.jdpower.com/empowercs](http://www.jdpower.com/empowercs)), Fourth-Tier

### ACCESS

- One (1) Complimentary Event Passes
- One (1) Discounted Event Passes at \$595 each

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# MEET OUR TEAM/TIMELINE



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**Scott Killingsworth**  
*Director, Customer  
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**Michael Vermillion**  
*VP & GM, Travel, Health  
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**Carolyn Kibat**  
*Marketing Manager,  
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**Jack Valente**  
*Sr. Account Director,  
Sales & Marketing*  
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**Angelica Crosswhite**  
*Specialist,  
Conferences & Events*  
J.D. Power

<b>February 21</b>	Video Content for Event Date Due
<b>February 21</b>	Program Materials Due
<b>March 2</b>	Confirm use of exhibit table
<b>March 20</b>	Shipped materials arrive at hotel
<b>March 23-25</b>	emPOWER Customer Service

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