



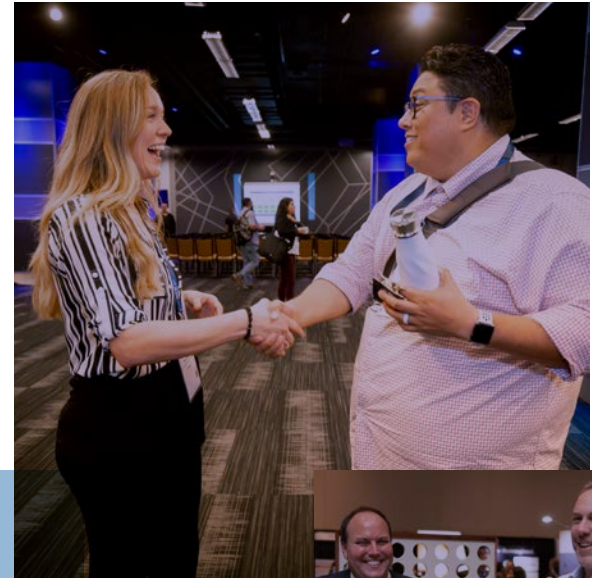
September 23-25, 2019 • Chelsea Toronto, ON • cxweekcanada.ca

CX Excellence

Driven by Customer Service,
Employee Experience, and Tech

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WELCOME TO

CX Week Canada

Celebrating 20 years in customer service, the Customer Management Practice is proud of its legacy in the Canadian market, seeking to highlight the evolving definition of customer experience in the modern experience economy.

No longer limited to one channel of communication and addressed as a holistic business strategy, customer experience is integral throughout the end-to-end customer journey and expands beyond the traditional customer function. Whether focused in digital, marketing, service or operations, delivering differentiated experience is essential for sustainable business.

This year, CX Week Canada explores customer experience as the central driver for successful business outcomes using tools such as customer service, design thinking, employee experience and technology to deliver on this promise.

The experience economy is now! Are you prepared to compete?

See you in Toronto,

The CX Week Canada Team



CX Week Canada 2019 convenes customer experience leaders spanning industries to benchmark strategies to strengthen customer relationships and deliver competitive edge through differentiated experience delivery. Holistic experience execution is no longer a suggestion. It is a mandate. In order to stay ahead in the experience economy, you must meet your customers where they want, on their terms and deliver **integrated, omnichannel, individualised and effortless experiences**.

CUSTOMER EXPERIENCE LEADERS

All those who touch Customer Experience will have content catered to developing a holistic business strategy to drive CX. Through workshops, keynotes, interactive discussion groups and site tours, CX is integral in all content and activities.

DESIGN THINKING

Our Design Thinking focus day takes a deep dive into Human-Centered Design, however empathy in CX trails throughout all main conference activities, break-outs, and experiences.

DIGITAL & TECHNOLOGY

You cannot meet customer needs without optimizing technology, and the break out sessions and roundtable discussions of the main conference tackle holistic digital transformation as well as specific areas of optimization in automation, self service, data analytics and more.

CUSTOMER SERVICE

Post-purchase and ongoing contact center/customer service activities round out the customer perception. There will be sessions from large scale principles of excellent service to personalized sessions on contact center specific challenges.

EMPLOYEE ENGAGEMENT

You cannot deliver excellent CX without excellent EX. Sessions specific to employee engagement, experience and competitive hiring/onboarding sprinkle the agenda break-outs.



Matthew Cebulski
Head of Discovery and
Partner Success
Loblaw Digital

DESIGN THINKING KEYNOTE:

With today's rate of change, it's critical to invest in discovering and understanding the emerging technology that will shape the future. But, how do you balance designing the customer experience to serve both the needs of exploration today and scale tomorrow? Understanding current customer behavior and predicting how it will evolve drives meaningful innovation and guards against disruption. At Loblaw Digital, Matt drives this dual evaluation of current and future behavior to further the implementation of emerging technology.

CUSTOMER EXPERIENCE KEYNOTE:

Marc will address a well-known theme of Customer Experience: Under Promise, Over Deliver. This is a common theme companies use to win the hearts and minds of their customer. The problem is it doesn't work! Understand what your customers truly want, then give it to them, delivered with ease and convenience. That creates happy customers who come back again and again.



Marc Gordon
The Customer Experience Expert
CX Canada Influencer



Shawn Ashley
Senior Manager Customer
Experience Strategy
CSPN



Nitin Badjatia
Senior Director, Product
Strategy
ServiceNow



Patrick Bach
Director, Service Design
CIBC



Jeremy Bailey
Head of Experience
Freshbooks



Matt Cebulski
Head of Discovery &
Partner Success
MappedIn



Jessica Cryer
VP of Business & Customer
Strategy
CSPN



Crystal D'Cunha
Chief Experience Officer
The INSIDE View Inc.



Tom Doulos
VP of CX
Endy Canada Inc.



Tiffany Elliott
Marketing Manager
The Moment



Slavko Eror
Experience Design Principal
Intuit



Lisa Frank
Director of Customer
Experience
Legrand



Edwin Frizzell
Regional Vice President
Accor Hotels Central
Canada & General Manager
Fairmont Hotels



Marc Gordon
The Customer Experience
Expert
CX Influencer



Bradley Hamilton
VP of Enterprise Risk
Scotiabank



Monica Harper
SVP of CX
Aspire



Tito Kang
VP of Brand Leader
Madisons, Steak Fritas, and
Girogio
MTY Food Group



Dolly Konzelman
President
CSPN



Chris Mahlberg
VP of Business Banking
BMO Financial



Ramy Nassar
Director of Innovation
Mattel



Paul Pellizzari
VP of Social Responsibility
HardRock



Andra Popescu
Senior Vertical Marketing
Manager, Enterprise Product
Marketing
D2L



Daniel Rose
President, Innovation
Designer
The Moment



Jade Salazaar
Senior Manager, Design
Thinking
Roger's Communicationn



Stefany Singh, MBA
Director of Digital Innovation
**Canadian Insitute for
Health Information**



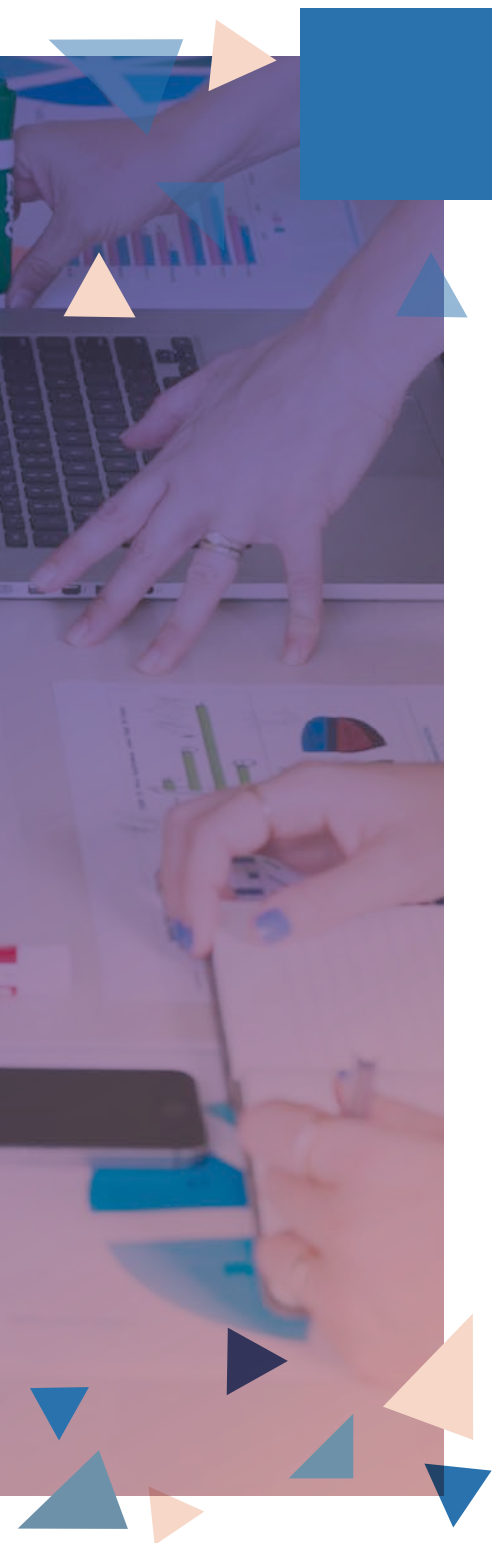
Swapnali Thakar
UX & Product Strategist
Veriday



Ranya Tzortzatos
Senior Manager, Customer
Strategy, Canadian Personal
Banking, Transformation
TD Bank

TOP PROGRAM

Features





DESIGN & INNOVATION FOCUS DAY

Monday, September 23 | 9:00AM - 4:30PM

Human-Centered Design is becoming increasingly important to the customer experience. Connect with customers through an empathetic mindset with an attitude of prototyping, testing, and iterating will bring a new level of excellence to products, services and processes. Learn the in's and out's of Design Thinking in this mini-event.

You will experience:

- Case Study Examples of Design Thinking in Action
- Insight & Practice of Design for Good
- Hands-On Learning of the Design Thinking Process
- Cross-Departmental Implementation of Design
- Insights to the Design of Your Future Business



EXPERIENTIAL NETWORKING

Living Customer Experience Through Experiential Networking: What better way to learn the principles than seeing them demonstrated in real time? All networking breaks drive connections and purpose living through formats such as:

- **Speed Networking** during networking drive to meet all our leading partners
- **Gamification** during breaks to add fun and meaningful connections
- **Storytelling** practice to drive group sharing and best practices
- **Icebreaker Activities** to build a sense of community with our CX leaders
- **Speaker Meet & Greets** to gather additional advice and insights



TOP FEATURES: INTERACTIVE DISCUSSION GROUPS (IDGS)

New to CX Week Canada, Interactive Discussion Groups (IDGs) are a unique learning format providing attendees with fast and focused exposure to topics most relevant to them.

Gathering insights from our 150k member association of CX leaders, we cultivated these discussion topics for our groups:

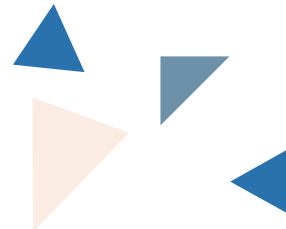
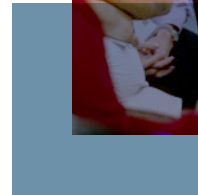
- 1. Self Service**
- 2. Customer Journey Mapping**
- 3. Employee Engagement**
- 4. Design Thinking**
- 5. Personalization**

HOW IT WORKS:

Each attendee signs up for 3 of 5 sessions to attend during Main Conference Day 1. Groups are capped to ensure all discussions remain intimate, attendees get the opportunity for personal interaction and all get to ask their most pressing questions.

Tuesday, September 24 | 11:30 AM

Rotations: 11:30-12:00PM | 12:05-12:35PM | 12:40-1:10PM



As CX permeates department, function, and greater business strategy, we analyze the end-to-end strategy focusing on three tools to drive success:

- **Customer Service** — the aftercare of a customer's experience can greatly enhance or alter positive and negative experiences
- **Employee Experience** — how does your back of house impact your customer-facing experiences
- **Technology** — we are living in an increasingly digital environment, and optimizing the right technology can differentiate CX

MAIN CONFERENCE DAY ONE The Nuts & Bolts

Explore CX enabled by Customer Service, Technology, and Employee Experience

Diving into the heart of CX Week Canada 2019, we explore the greater impact of customer experience on your holistic business strategy. Customer experience is no longer driven through one channel, one method of work or one department. It instead permeates through the entire organization in our most successful leaders.

Day One dives into the nuts and bolts of holistic customer experience strategy including our main stage presentations the meaning and data behind successful CX, experiential networking, peer-to-peer interactive discussion groups and more!

MAIN CONFERENCE DAY TWO Real-World Application + Site Tours

Tie all the Best Practices into your CX Strategy Through Case Studies, Workshops and Off-Site Experiences

You've been inspired, benchmarked with peers and learned best practices, but now it's time to take these insights and drive them home. What sorts of materials, techniques, and resources can you take home and implement tomorrow?

This day focuses on taking the hypothetical and driving home the immediate impact on larger organizational transformation. With more workshop-style formats, takeaway-driven presentations and local site tours, Day Two drives home the value of customer experience in *your* business.

FULL PROGRAM

Schedule





AGENDA-AT-A-GLANCE

DAY 1: MONDAY, SEPTEMBER 23

Pre-Conference Design & Innovation Focus Day

9:00AM	Chairman Opening Remarks	10:15AM	Networking Break & Seat Mix-Up	2:15PM	FAIL FORWARD: Using Experimentation to Push Success
9:15AM	Networking Icebreaker	10:45AM	Design Thinking in Action	2:30PM	FUTURES DESIGN: Optimizing Innovation to Current & Future Customer Behaviors
9:30AM	DESIGN AT SCALE: How Design Thinking Can Move the Innovation Needle	12:15PM	Lunch & Learn	3:30PM	CLOSING KEYNOTE: Design Your Experience
9:45AM	Design for Good	1:15PM	POWER HOUR: Design Thinking For...	4:00PM	MEET THE SPEAKERS: Open Forum Q&A & Networking Reception

DAY 2: TUESDAY, SEPTEMBER 24

Main Conference

8:00AM	Check-In & Breakfast	11:00AM	BREAK OUT: Interactive Discussion Groups (IDGs)	3:10PM	ROADMAP YOUR SUCCESS: Interactive Activity + Toolkit
8:30AM	Chairman Opening Remarks & Escape the Box!	11:35AM	BREAK OUT: Interactive Discussion Groups (IDGs)	3:30PM	INDUSTRY POWER HOUR: How CX Guides Your Strategy
9:00AM	OPENING KEYNOTE: Selling Happiness: Giving Customers What They Need, Not What They Want	12:10PM	BREAK OUT: Interactive Discussion Groups (IDGs)	4:30PM	THE RATE OF TRANSFORMATION: Customer Success Through Experimentation
9:30AM	HOLISTIC INTEGRATION: Customer Service in a Digital Ecosystem	12:40PM	Networking Luncheon	5:00PM	Networking Reception
10:00AM	Networking Drive	1:40PM	BREAK OUT: Learn + Practice		
		2:40PM	Networking Break		

DAY 3: WEDNESDAY, SEPTEMBER 25

Main Conference + Site Tours

8:00AM	Check-In & Breakfast	9:30AM	PRINCIPALS OF CX: Driving Customer Mission to Create Your Future Brand	11:45AM	Closing Remarks
8:30AM	Chairman Opening Remarks & Morning Stretch	10:00AM	Storytelling Networking Break	12:00PM	Lunch & Discuss with the #CXC2019 Speakers
9:00AM	OPENING KEYNOTE: The State of CX	11:00AM	BREAK OUT: Working Groups	2:15PM	SITE TOUR: Miele, Cisco, or Sidewalk Labs

9:00AM **Chairman Opening Remarks**

9:15AM **Icebreaker**

Let's get up and start moving! The best teachers of design thinking are our peers, and in this quick fire activity, you will begin your relationship building right from the beginning.

9:15AM **DESIGN AT SCALE: How Design Thinking Can Move the Innovation Needle**



Chris Mahlberg
VP Digital Banking
BMO Financial

As Human-Centered Design grows in scale, we see the impact moving past a singular product and service. In an industry typically risk averse, Chris utilizes design thinking to not only garner customer centricity, but also harnessing the impact of rapid innovation to begin to create products that meet customer needs. Through case example, he addresses:

- Integrating customer voice across functions and departments
- Developing Buy-In for Design Thinking with rapid improvements
- Moving from Ideation to Implementation in record timing

9:45AM **Design for Good**

The use cases for design thinking in are often in a social setting, however in an enterprise, corporate, or otherwise ROI-driven organization, can we still take the social contexts and deliver impact through Design Thinking?

- Realize the impact of Design Thinking on greater social change
- Understand the intersection of social good and business outcomes
- Create a culture that is more than dollars and cents

10:15AM **Networking Break & Seat Mix-Up**

You've made your current conference friends. Now let's make some new ones! While you enjoy some of Toronto's local cuisine, we will also give you a chance to mix-up seats before our next team activity.

10:45AM **Design Thinking in Action**



Daniel Rose
President, Innovation Designer
The Moment

What better way to learn design thinking than to participate in design doing. Together we will undergo a rapid design thinking process that incorporates all the steps to drive practical implementation.

12:15PM **Lunch & Learn**

Grab lunch and sit down for some meaningful conversations and Q&A.

1:15PM **POWER HOUR: Design Thinking For...**



Slavko Eror
Experience Design Principal
Intuit



Jeremy Bailey
Head of Experience
Freshbooks



Crystal D'Cunha
Chief Experience Officer
The INSIDE View Inc.

Each silo is affected by Design Thinking, whether you are marketing, sales, IT or beyond. In these quick-fire stories, leaders explore their design thinking journey, purpose and results:

- Design Thinking for Digital Transformation
- Design Thinking for Organizational Transformation
- Design Thinking For Cultural Transformation

2:15PM **FAIL FORWARD: Using Experimentation to Push Success**

Oftentimes, the true catalyst for design transformation is a culture of experimentation that accepts failure as a step to success. In an how the mighty fall fashion, we share the steps of creating a fail forward culture that truly drives successful design implementation.

- Prioritize an organization-wide entrepreneurial mindset
- Create pockets of innovation and ideation
- Transform perception of failure to push experimentation

2:30PM **FUTURES DESIGN: Optimizing Innovation to Current and Future Customer Behaviors**



Matt Cebulski
Discovery and Partner Success
Loblaw Digital

With today's rate of change, it's critical to invest in discovering and understanding the emerging technology that will shape the future. But, how do you balance designing the customer experience to serve both the needs of exploration today and scale tomorrow? Understanding current customer behavior and predicting how it will evolve drives meaningful innovation and guards against disruption. At Loblaw Digital, Matt drives this dual evaluation of current and future behavior to further the implementation of emerging technology.

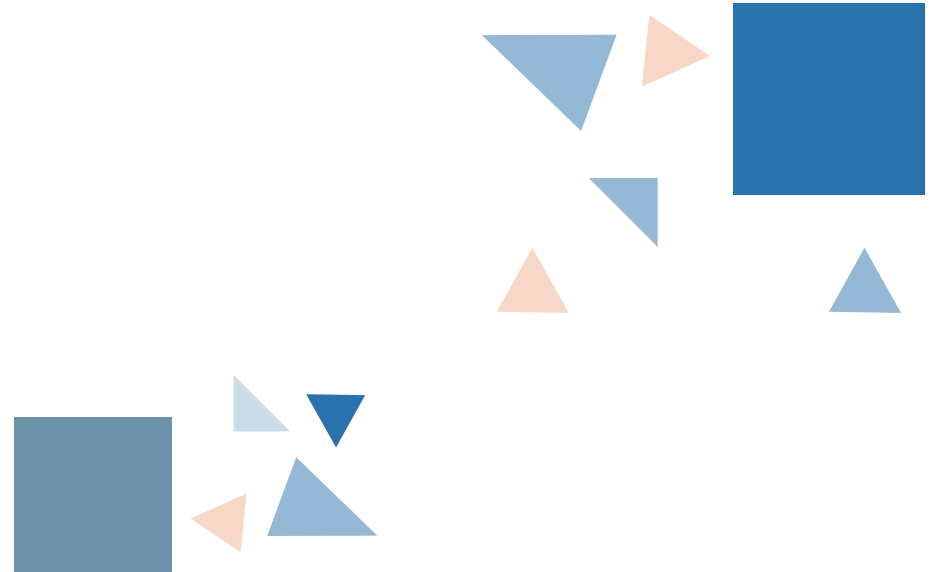
- Foster deep appreciation for current customer preferences
- Envision future behaviors in emerging technology product design
- Continuously prototype and test emerging technology to prepare for rapidly changing ecosystem

3:30PM **CLOSING ACTIVITY: Design Your Experience**

What takeaways have you gathered today? What are your goals for tomorrow, and what ideas do you want to gather for the future?

- Appreciate the importance of evaluation and reflection
- Utilize visual guides to create concrete goals
- Create key takeaways for immediate implementation

4:00PM **MEET THE SPEAKERS: Open Forum Q&A & Networking Reception**



7:30AM **Check-In & Breakfast**

8:00AM **Chairman Opening Remarks & Escape the Box!**

Let's get started, and what better than with a team building activity. In an escape-the-room-esque fashion, we drive everyone to activate their minds to unlock our CX toolkits.

8:30AM **SELLING HAPPINESS: Give Customers What They Need, Not What They Want**



Marc Gordon
The Customer Experience Expert
CX Canada Influencer

Under promise, over deliver. This is a common theme companies use to win the hearts and minds of their customer. The problem is it doesn't work.

Understand what your customers truly want, then give it to them, delivered with ease and convenience. That creates happy customers who come back again and again:

- Appreciate the more giving equals better satisfaction
- Optimize the Customer Experience curve of happiness
- Deliver desired and needed experience

9:00AM **The Premium Experience: Giving Customer's the White Label Experience they Deserve**



Monica Harper
SVP of CX
Aspire

CX Is a journey about elevating the brand, and this is even more true as it relates to premium brands. Identifying the consistent journey, driving the VoC understanding, and designing top notch employee training become essential to delivering extraordinary experience. Michelle will touch on:

- Creating an in-depth understanding of client's specific needs
- Journey mapping for secondary stakeholders to ensure holistic brand view
- Dedicate servicing and training to create brand ambassadors

9:30AM **The Ghost in the Machine: Optimizing AI to Create Human Experience**



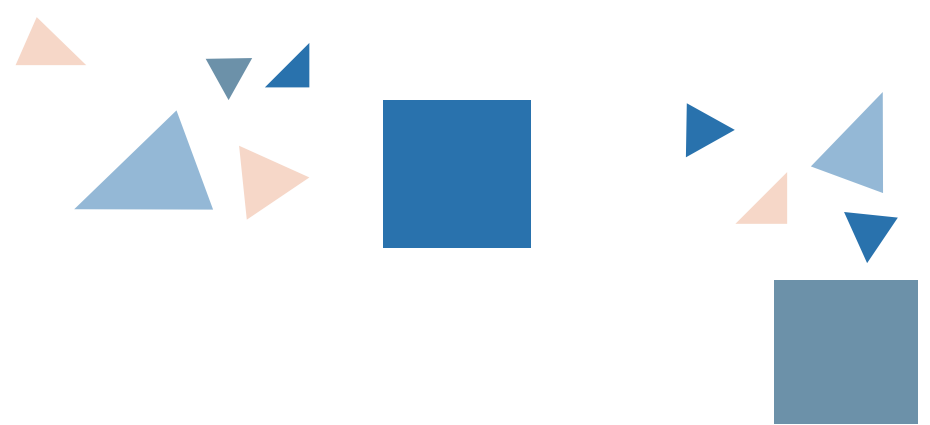
Nitin Badjatia
Senior Director, Product Strategy
Service Now

With today's rate of change, it's critical to invest in discovering and understanding the emerging technology that will shape the future. But, how do you balance designing the customer experience to serve both the needs of exploration today and scale tomorrow? Understanding current customer behavior and predicting how it will evolve drives meaningful innovation and guards against disruption. At Loblaw Digital, Matt drives this dual evaluation of current and future behavior to further the implementation of emerging technology.

- Foster deep appreciation for current customer preferences
- Envision future behaviors in emerging technology product design
- Continuously prototype and test emerging technology to prepare for rapidly changing ecosystem

10:00AM **Networking Drive**

Take advantage of an opportunity to network and meet all our exciting partners onsite through a gamified interactive networking session topped a chance to win amazing prizes.



INTERACTIVE DISCUSSION GROUPS (IDGs)

We surveyed our association of 100,000 CX leaders and uncovered top priorities which we curated into intimate discussion groups. Select three of the five sessions to customize your onsite agenda.

Session 1: 11:00AM | Session 2: 11:35AM | Session 3: 12:10PM

Self Service

- Identify current behaviors of self-serving preference
- Partnerships and training required for successful implementation

Customer Journey Mapping

- Gain a holistic vision of customer intent
- Zoom in to granular journey layers to sketch actionable insights

Employee Engagement

- How to manage training requirements across a myriad of customer functions
- Create a community across a remote and dispersed workforce

Design Thinking



Jade Salazaar
Senior Manager - Design Thinking

Rogers Communications



Swapnali Thakar
UX & Product Strategist

Veriday

- Drive empathy at the core of customer interactions
- Foster meaningful innovation through ideation and testing

Personalization



Ranya Tzortzatos
Senior Manager, Customer Strategy, Canadian Personal Banking, Transformation

TD Bank

- The power of pairing customer data and machine learning technology
- Where to start when integrating personalization into an existing end-to-end experience

12:40PM **Networking Luncheon**

1:40PM **Learn + Practice**

Hearing case studies only provides so much understanding. In this joint session, you will not only hear about a successful implementation but also have a chance to “practice” steps to enable the same success in your organization.

Employee Experience: Create Brand Ambassadors To Gather Best Talent



Crystal D'Cunha
Chief Experience Officer
The INSIDE View Inc.

Activity:

Evaluate touchpoints, and develop empathy to optimize employee engagement and singular brand voice.

Drive Digital Transformation by Optimizing the Customer Journey



Stefany Singh, MBA
Director Digital Innovation
Canadian Institute for Health Information

Activity:

Develop your journey map and identify quick wins for digital optimization.

2:30PM **Networking Break**

3:00PM **THE INFLUENTIAL LEADER: Leveraging Leadership to Drive Customer & Employee Experience**



Tito Kang
VP Brand Leader Madisons, Steak Fritas, and Giorgio
MTY Foods

It's an employee's market and all organizations are feeling the pressure from all spectrums of the workforce. It is more important than ever to keep employees engaged and motivated—and this is especially true in a franchise organization where influential leadership is a must with the series of entrepreneurial business owners. However, in a changing economy where brands must be rethought, training re-addressed, and disruption around every corner—how can you continuously drive excellence, retention, and results. Tito expands on:

- Co-creating brand vision to allow seamless implementation
- Utilizing general management as your front line customer research
- Developing leaders who inspire, motivate, and retain top talent

3:30PM **Tales from the Frontline of CX Transformation: 3 Short Stories about Failure**

Throughout my career, I've worked in customer-centric organizations vying to transform their approach to customer experience, service delivery, and operations. Everyone is talking the talk, but walking the walk has proven to be significantly more difficult.

This presentation will focus on 3 short stories about real projects where we've failed to do right by our customers and the lessons learned as a result.



Patrick Bach
Senior Director of Service Design
CBRE



4:00PM **INDUSTRY POWER HOUR: How CX Guides Your Strategy**



Tom Doulos
VP Of Customer Experience
Endy Canada Inc.



Bradley Hamilton
VP Enterprise Risk
Scotiabank



Andra Popescu, MBA
Senior Vertical Marketing Manager
D2L

Customer experience is industry agnostic. It is the ultimate driver of business strategy in the experience economy. In this industry-specific power hour, we examine customer experience as a differentiator in three unique industries:

5:15PM **Networking Reception**

Game Zone! You've played the networking games, and gathered your coupons. It's time to cash in your prizes, play some games, and solidify your connections! Take a step back to the "better days" and live out your inner child through our networking reception festivities.



7:30AM **Check-In & Breakfast**

8:00AM **Chairman Opening Remarks & Morning Stretch**

8:30AM **CX for Good: Empowering Employees Through Social Responsibility**



Paul Pellizzari
VP Global Social Responsibility
HardRock

Today's economy presents an interesting opportunity at the intersection of Customer Experience, Employee Engagement, and Social Responsibility. Given the expectations from customers and employees to give back to the community, driving initiatives around sustainability, customer safety, and community wellness promote the status of an organization to employees, but also allows team members to feel empowered to make a difference, increasing retention. Paul explores:

- Empowering employees to act on behalf of community & customer wellness
- Systemizing and operationalizing process to drive social responsibilities at scale
- Creating values that the employees and therefore the customers believe

9:00AM **PRINCIPALS OF CX: Driving Customer Mission to Create Your Future Brand**



Edwin Frizzell
Regional VP Accor Hotels Central Canada & General Manager
Fairmont Hotels

As CX continues to grow as a priority in organizations, integrating the customer into organizational culture is essential. Within Central Canada, amidst rapid renovations and efforts to improve guest experience, Edwin created in collaboration with 3000 employees, core values to move guest experience to a different scale and drive innovation to a next level, within this creating next generation brand ambassadors in the organization. Resulting in becoming the #1 employer and national adoption of the new INNOVATE, ELEVATE, INSPIRE, Edwin illustrates his work:

- Building the foundation for national adoption of customer centric mission
- Co-creating principals that result in brand ambassadors
- Forming a lens to drive service efficient, guest-focused innovation

10:00AM **NETWORKING BREAK: Story Telling!**

Meet customers, learn case studies and share your own stories with our leading partners and sponsors.

10:30AM **Working Groups**

Assess Organizational CX Maturity Level: How Prepared Are You to Deliver Great Customer Experience?



Shawn Ashley
Manager, CX Strategy & Operations
CSPN

- Learn about the strategies, approaches and tools used to assess your customer service
- Dissect the major Customer Service components involved in accurately assessing an organization's maturity
- Perform a Customer Service Pulse-Check

Design Thinking for AI & Emerging Technologies



Ramy Nassar
Director of Innovation
Mattel

- Understand priorities of emerging workforce
- Identify strategies to attract best talent
- Optimize current work, story and strategy to retain top talent

11:45AM **Closing Remarks**

1:00PM **SITE TOUR: Miele**



Miele

***Limited to 25 attendees**

When you map customer journeys, there are often pieces of the experience in which you lack full control. Not true with Miele. Drawing on a 117 year legacy, Miele takes pride in full ownership of every customer touch point, from marketing to sales and delivery to customer service. Take this opportunity to visit the Miele Experience Centre Toronto just north of Toronto's downtown and witness firsthand their customer experience philosophy, including:

- Private presentations from Miele leaders to better understand their business model and customer experience approach
- Complete tour of the Miele Experience Centre showcasing their approach to sales and engagement with their signature products and appliances
- Time in their open, active kitchen, complete with refreshments
- Opportunity to see their small, on-site contact centre for customer service



BECOME A MEDIA PARTNER!

CX Week Canada will provide customer service, CX, and contact center publications and associations with unparalleled access to what's happening in the industry today. If you're interested in becoming a media partner, [contact us](#) today.



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BECOME A SPONSOR!

Find out how exhibiting at CX Week Canada will provide you with the opportunity you need to meet prospects and grow your customer base.

NOTE: Only book through the link and phone number provided [here](#). CX Week Canada will never recommend, approve or appoint any third party rooming service to act on our behalf.



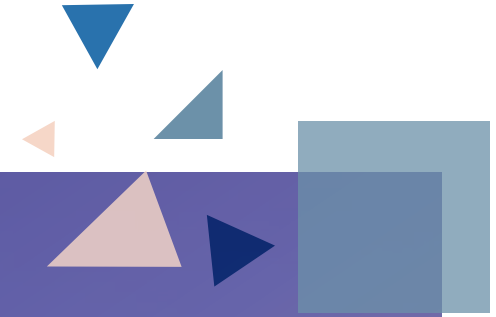
WELCOME TO *Toronto!*

CHELSEA HOTEL TORONTO

33 Gerrard St W, Toronto, ON, M5G 1Z4

The Chelsea Hotel Toronto provides comfort in the heart of downtown Toronto and guests are within walking distance of prime retail districts, colorful local neighborhoods and major tourist attractions. Chelsea Hotel Toronto is a 10 minute walk from the Art Gallery of Ontario and Toronto's entertainment district is just a 15 minute walk away.

Room Rate: \$229 CAD



CHECK OUT EVERYTHING THE CITY HAS TO OFFER WHILE AT CX WEEK CANADA.

SEE THE CITY FROM ABOVE

The CN Tower is the tallest free standing building in the world, standing at 553 meters high. The Tower also has the highest glass floor paneled elevator in the world, which lifts passengers up to its magnificent glass floored viewing deck. For an even more beautiful experience, visit the viewing deck at sunset!

GET LOST IN A CASTLE

Step back into time and wander the hallways and rooms of the elegant Casa Loma. This Gothic Revival castle is one of the most unique pieces of architecture in the city and a famous Toronto landmark. The castle is now a museum complete with decorated suites, towers, gardens, stables and secret passages.

Plus, Casa Loma has been featured in many films, including X-Men, The Pacifier and Chicago.

VISIT RIPLEY'S AQUARIUM

Ripley's Aquarium is home to over 16,000 underwater creatures from around the world. They are most notable for their Dangerous Lagoon gallery, which has the longest underwater tunnel and moving sidewalk, filled with sharks, sawfish, and sea turtles.

ENJOY THE CITY'S MULTICULTURALISM

There is no better place in the city to get a true taste of Toronto's multiculturalism than Kensington Market. Kensington Market is an eclectic neighborhood, brimming with cafes, boutiques, and sights in and around the partially outdoor market. The neighborhood also has an eclectic artist community, with small galleries, tattoo shops and rare books shops. There are no brand name shops here, instead, everything is locally owned and managed.

INDULGE IN POUTINE

Poutine: The Ultimate Canadian Comfort Food. With layers of French fries, cheese curds, and brown gravy, this treat is out of this world. The best spot for traditional poutine is Nom Nom Nom, one of the shipping container food stalls in Market 707. Poutini's House of Poutine is another great spot for authentic flavors, plus they offer a vegan version.

TRAVEL BACK IN TIME

The Royal Ontario Museum (ROM) is one of the best museums in North America and the best place in Toronto to engulf in history. The museum has a collection of over six million artifacts in addition to its extensive collection of dinosaur bones, minerals, and more!



PRICING & REGISTRATION

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Email info@customermanagementpractice.com



Visit cxweekcanada.ca



Call 1-800-882-8684

END USER PRICING	Register by 9/20	Standard & Onsite Pricing	VENDOR PRICING	Register by 9/20	Standard & Onsite Pricing
2 Day Pass	CAD \$2,599	CAD \$3,099	2 Day Pass	CAD \$4,299	CAD \$4,799
3 Day Pass	CAD \$2,999	CAD \$3,999	3 Day Pass	CAD \$4,699	CAD \$5,699
3 Day Premium Pass <i>Best Value</i>	CAD \$3,399	CAD \$4,999	3 Day Premium Pass <i>Best Value</i>	CAD \$4,999	CAD \$6,199

A LA CARTE OPTIONS		TEAM DISCOUNTS (END-USERS ONLY)	
Design Thinking Focus Day	CAD \$599	Group of 3-4	40% off standard rate
Site Tour	CAD \$599	Group of 5+	50% off standard rate

PACKAGE DESCRIPTION	
2 Day Pass (9/24-9/25)	Main Conference
3 Day Pass (9/23-9/25)	Main Conference + Design Thinking Focus Day OR Site Tour Experience
3 Day Premium Pass (9/23-9/25) <i>Best Value</i>	Main Conference + Design Thinking Focus Day + Site Tour Experience

TEAM WORK MAKES THE DREAM WORK!

Ask us about our Team Discounts

*End users only



*IQPC reserves the right to determine who is considered an End-User or a Vendor upon registration for an event. Those who are determined a vendor will be denied access to End-User pricing. These prices are featured as a limited time only promotion. IQPC reserves the right to increase these prices at its discretion.

Please note multiple discounts cannot be combined. A \$99 processing charge will be assessed to all registrations not accompanied by credit card payment at the time of registration.

MAKE CHECKS PAYABLE IN U.S. DOLLARS TO: IQPC

*All prices are in CAD and are subject to 13% HST

Details for making payment via EFT or wire transfer:

JP Morgan Chase & Co.
Penton Learning Systems LLC dba IQPC
Account#: 937-332641
ABA/Routing#: 021000021
Reference Code: 10500.015

Team Discounts: For information on team discounts, please contact IQPC Customer Service at 1-800-882-8684. Only one discount may be applied per registrant.

Payment Policy: Payment is due in full at the time of registration and includes lunches and refreshment. Your registration will not be confirmed until payment is received and may be subject to cancellation.

For IQPC's Cancellation, Postponement and Substitution Policy, please visit www.iqpc.com/cancellation

Special Dietary Needs: If you have a dietary restriction, please contact Customer Service at 1-800-882-8684 to discuss your specific needs.

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20 YEARS OF CUSTOMER SERVICE



ABOUT THE CUSTOMER MANAGEMENT PRACTICE

Customer Management Practice is the analyst, advisor, and network that supports all components of customer interactions. Celebrating 20 years within Customer Service, and 15 years with CX Week Canada, CMP works to enable better navigation of the continually changing customer management sector by keeping you informed on the latest industry trends, drivers, and evolving initiatives through our extensive market research, reporting, and unparalleled events.



ABOUT CCW DIGITAL

CCW Digital is the global online community and research hub of more than 150,000 customer contact members. With the mission of creating customer contact rockstars, CCW Digital provides the customer contact community with the research, analysis, and network required to optimize their customer contact operations. Representing organizations big and small from all corners of the globe, our members stay up-to-date on the latest tools, techniques, and technologies by accessing our reports, innovative research formats, and various forms of digital media that all compliment our industry leading live event series. CCW Digital's **Market Studies** and **Special Report Series** power the content of Interactive Discussion Groups

