



FROM COST CENTRE TO REVENUE DRIVER: STRATEGIC CONTACT CENTRE TRANSFORMATION

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**CONTACT
CENTRE
STRATEGIES
SUMMIT**

FEBRUARY 24-25, 2026 | OLD MILL TORONTO HOTEL, TORONTO, ON

www.contactcentresummit.ca

[#CONTACTCENTRESTRATEGIES2026](https://twitter.com/CONTACTCENTRESTRATEGIES2026)



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MESSAGE FROM THE PRODUCER

Dear Colleagues,

We're excited to invite you to **Canada's leading Contact Centre Strategies Summit**, where the spotlight is on **contact centre transformation** — and you're at the centre of it.

This event brings together contact centre leaders, CX innovators, and technology trailblazers to reimagine what's possible for the contact centre in today's fast-evolving landscape. Whether you're driving front-line operations or leading contact centres, this summit offers a unique opportunity to gain **practical insights, proven strategies, and future-ready tools** to modernize your contact centre and elevate every customer interaction.

Over two high-impact days, you'll engage in:

- **Dynamic sessions and real-world case studies** from leading brands.
- **Expert-led panels and fireside chats** on innovation, automation, and personalization.
- **Interactive roundtables** focused on solving real contact centre challenges.
- **Specialized tracks**, including:
 - ✓ Leveraging data to personalize service and boost loyalty.
 - ✓ Implementing agile practices in contact centre operations.
 - ✓ Scaling growth and efficiency in a competitive market.
 - ✓ Modernizing infrastructure to meet rising customer expectations.

We look forward to welcoming you this February for an immersive experience that will inspire, inform, and empower your contact centre strategy!



Sarah Syed
Head of Content
CX Portfolio
Strategy Institute
sarah@strategyinstitute.com





REIMAGINE THE FUTURE OF CONTACT CENTRES: INNOVATION STARTS HERE

Get excited for the Contact Centre Strategies Summit, where cutting-edge innovation meets real-world impact. This is your chance to connect with the pioneers redefining customer experience through AI, data, and next-gen technology.

In just two power-packed days, you'll dive into:

- ▶ The hottest topics shaping contact centres today, from AI-powered personalization and omnichannel orchestration to data-driven decision-making and agile operations.
- ▶ Focused content tracks designed for both technical leaders and workforce transformation experts, equipping you with the tools to build, scale, and optimize high-performing contact centres.
- ▶ Hands-on strategies to boost loyalty, efficiency, and ROI by aligning human expertise with intelligent automation and smarter contact centre design.

Whether you're aiming to future-proof your operations or uncover the next big leap in contact centre innovation, this summit is your gateway to practical ideas, powerful connections, and actionable inspiration.

We can't wait to see you there!

WHY ATTEND?

Join us this February in Toronto for Canada's most strategic contact centre summit, designed to deliver **actionable insights, executive connections, and measurable business impact**. Here's what sets this apart:



REVENUE ENGINE TRANSFORMATION

Learn how leaders use AI automation and analytics to drive retention and measurable revenue growth instead of treating contact centres as cost drains.



OPERATIONAL SOLUTIONS

Get battle-tested frameworks for workforce planning, technology integration, and human-AI balance that you can implement immediately.



EXECUTIVE NETWORKING

Connect with VPs from RBC, Rogers, and major brands through exclusive breakfast, evening reception, speed networking, and curated meetings.



REAL CASE STUDIES

Hear candid transformation stories from outsourced chaos to strategic excellence, plus which AI tools deliver actual ROI.



HANDS-ON WORKSHOPS

Skip vendor pitches. Engage in roundtable problem-solving and peer-to-peer learning designed by practitioners.

NETWORK AND HAVE FUN

Networking and fun take centre stage at this year's event, offering the perfect balance of professional connections and social experiences. Start your day with engaging conversations at our networking breakfasts, where you can meet peers over coffee and fresh bites. In the evening, unwind at our cocktail reception, where great drinks, lively discussions, and new opportunities come together in a relaxed, social setting.



AGENDA AT A GLANCE

From expert-led sessions and thought-provoking keynote speakers to interactive workshops and networking opportunities, every moment at the Contact Centre Strategies Summit is designed to inspire, engage, and equip you with the insights and tools needed to succeed. Prepare for two days filled with innovative ideas, meaningful connections, and valuable takeaways that will elevate your experience and leave you motivated for what lies ahead.

STRATEGIC INSIGHTS

- **Scale contact centre initiatives** from small-scale trials to global deployment.
- Convert data resources into **new income channels** and boost customer interactions.
- Build robust, **real-time data architectures** for smarter decision-making and seamless customer experiences.

REAL LIFE CASE STUDIES

- Develop a **next-gen contact centre** that thrives in a digital-first, customer-driven world.
- **Seamlessly integrate channels**, automate interactions, and deliver consistent, personalized experiences.
- Move beyond traditional metrics to **track what truly matters**; customer lifetime value, experience quality, and sustainable growth powered by AI insights.

INTERACTIVE FIRESIDE CHATS

- Engage in **hands-on, creative sessions** exploring customer journeys.
- Master strategies for **handling objections in process** optimization.
- Learn how to **transform complex data insights** into compelling, actionable business narratives.

WORLD-CLASS CONTENT

- Design **adaptable and scalable data infrastructure** to support the next wave of contact centre innovation.
- Enable **self-service business intelligence** to put data-driven decision-making in the hands of all employees.
- Master data-driven operations and deploy generative AI to **refine operational workflows** and enrich the customer experience.

FUTURE TRENDS

- Implement **privacy-first frameworks and compliance-by-default models** that embed security and transparency at every customer touchpoint.
- Champion **eco-conscious, socially responsible** service models that align with ESG goals.
- Deploy **responsible AI** frameworks built on **explainability, bias mitigation, and ethical automation**.

WHO ATTENDS?

We pride ourselves on having attendees from some of the biggest organizations across North America. This is your opportunity to join them and be a part of the incredible story of the Contact Centre Strategies Summit 2026. We pride ourselves on having attendees from some of the biggest organizations across North America. This is your opportunity to join them and be a part of the incredible story of the Contact Centre Strategies Summit 2026.



HEAR IT FROM THOSE WHO'VE EXPERIENCED OUR SUMMITS

Don't just take our word for it! Here's what some of our previous delegates have said about our incredible CX events:



“Exceptional presenters who brought both expertise and energy to every session. I gained valuable insights from start to finish - 100% worth attending! The Summit delivered exactly what I was looking for.”



“Wide variety of topics like fraud and AI provided valuable reflection points for evolving our CX strategy. Most helpful discussions centred on CX optimization, customer journey nuances, and planning for VUCA.”



This was an amazing event! The speakers were fantastic, and the insights on AI and different market options were helpful for our hotel operations. Looking forward to future events.



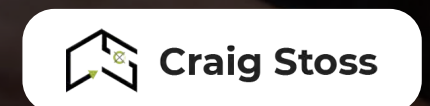
“Insightful sessions, easy to absorb information, great networking opportunity. Had a great time and found it very insightful for someone new to the CX industry.”



“Informative, I will be back! I found all the sessions helpful, and I particularly appreciated the focus on setting appropriate CX OKRs - it's exactly what companies in our space need to address. The venue was perfect, and connecting with the CX community made this an invaluable experience for anyone in customer experience strategy.”



“The diverse mix of industries, roles and experiences led to rich, engaging discussions about customer experience. Learning from others' unique perspectives was invaluable.”



SPEAKER LINEUP

[MANY MORE](#) ↗

Our agenda is delivered by North America's top contact centre experts. Not only will you get to hear from world-class speakers at the top of their game, but you also get to meet and network with them.



Jenny Daboud
VP, Contact Centre
Canada Life



Nygel Weishar
VP, Service Enablement (Client Services, BPO, PMO)
CI Financial



Andree Gosselin
VP, Customer Support
ecobee



Vladys Kushchenko
Director CX
AstraZeneca



Shelly Anwyll
VP, Business Development & Member Experience
Ontario Chamber of Commerce



Danielle Seraphim
Executive Director, Head of Customer Experience Division
City of Toronto



Sandy Mann
Director
E-Comm 9-1-1



Asif Saiyed
Data Architect, Data Governance
Fidelity Investment



Woo Kim
Director, International Student & Scholar Services
York University



Sarah Powell-Smith
Director, Channel Operations, Customer Experience Division
City of Toronto

SPEAKER LINEUP

[MANY MORE](#) ↗

Our agenda is delivered by North America's top contact centre experts. Not only will you get to hear from world-class speakers at the top of their game, but you also get to meet and network with them.



Anthony Herbert
Manager, Workforce
Management
Porter Airlines



Nate Alcorn
Lead CX Operations
ZoomInfo



Arpita Bhattacharya
AVP, Contact Centre
& Enterprises
Canada Life



Rajvinder Singh
Head of Product
Yelp



Winslow Taylor
Director, Human
Rights and
Investigations
TTC



Deanna Stacey
VP, Customer
Experience & Delivery
Blue Umbrella
Services



Erica Naccarato
Director,
Organizational
Development
goeasy



Daniela Commisso
Learning &
Development partner
ON xpress
Transportation
Partners



Nazanin Dormani
VP, Organizational
Development
Dental Corp



Virginia Mantero
Director, Pharmacy
and Healthcare
Shared Services
Loblaws

FULL AGENDA

DAY 1 – Tuesday, February 24, 2026

8:00 AM NETWORKING BREAKFAST: BUILD COMMUNITY CONTACTS

- Start your day off right and connect with **contact centre leaders**.
- Get to know your **CX peers** and colleagues over a delicious breakfast.
- Source practical tips, discuss **best practices**, and prepare for the day ahead.

8:45 AM OPENING COMMENTS FROM YOUR HOST

Gain insight into today's sessions so you can get the most out of your conference experience.
Sean Albertson, CEO, **CX4ROCKS**

9:00 AM KEYNOTE SESSION: THE CONTACT CENTRE AS A STRATEGIC CX ASSET

Transforming Service from Cost Centre to Growth Engine

Modern contact centres must evolve from cost-driven operations into strategic assets that drive customer experience and business growth. Master the success factors to:

- Leverage analytics from customer interactions to inform product development, marketing, and overall CX strategy.
- Invest in agent training and technology to improve engagement, productivity, and customer satisfaction.
- Achieve seamless integration across voice, chat, email, and social channels to enhance customer convenience and loyalty.

Achieve powerful, brand-defining customer experiences by leveraging contact centres as strategic tools.

Andree Gosselin, VP, Customer Support, **ecobee**

Rahul Singh, VP, Retail, **SBI Canada**

Cheryl Tost, VP of Operations, Engagement Services, **boostCX**

Sean Albertson, CEO, **CX4ROCKS** MODERATOR

9:30 AM SPOTLIGHT: SERVICE EXCELLENCE REDEFINED CONTACT CENTRES TRANSFORMED BY AI & INTELLIGENT AUTOMATION

Break Free from Legacy and transform fragmented systems into a unified, cloud-powered contact center. Master success factors on:

- AI in Action: See how automation and real-time insights empower agents and elevate customer experiences.
- Omnichannel Without Limits: Discover how to deliver seamless engagement across every customer touchpoint.
- Efficiency Meets Innovation: Unlock strategies to cut complexity, reduce costs, and scale satisfaction..

Jenny Daboud, VP, Contact Centre, **Canada Life**

Arpita Bhattacharya, AVP, Contact Centre & Enterprises, **Canada Life**

10:00 AM SPEED NETWORKING! MAKE MEANINGFUL CONNECTIONS

Grow your network by meeting like-minded individuals to share your latest ideas and projects with:

- Enjoy a quick icebreaker, exchange LinkedIn information, and **build lasting business relationships**.
- Achieve your conference networking goals in a **fun and agile fashion**.
- **Join a community** of CX experts and gain invaluable support.

10:30 AM INDUSTRY EXPERT: CX IS STILL HUMAN – AGENTIC AI JUST MAKES IT SMARTER

Elevate Your Agents. Protect Your Brand. Transform Your Outcomes

AI isn't here to replace agents - it's here to supercharge them. Agentic AI transforms your contact centre from a reactive service hub into a proactive growth engine.

In this high-impact session, discover how organisations are:

- Automating low-value tasks to give agents time back
- Guiding live calls with real-time, context-aware insights
- Turning conversations into structured, actionable data
- Scaling AI responsibly with built-in trust, compliance, and governance .

Smarter service. Safer AI. Better business outcomes - at scale.

Rudy Heezen, VP, Sales & Country Manager, Canada, **Five 9**

11:00 AM EXHIBITOR LOUNGE: VISIT BOOTHS & SOURCE EXPERTISE

- Explore the latest **contact centre technology** and strategies with our industry-leading sponsors.
- Share your challenges with the **biggest innovators** in the business.
- Schedule **one-to-one private meetings** for personalized advice.

11:30 AM FIRESIDE CHAT: REIMAGINING PUBLIC SERVICE

Contact Centres at the Heart of City-Wide CX Transformation

In an era where public expectations mirror the private sector's standards for speed, accessibility, and personalization, deliver a seamless, consistent, and equitable experience across diverse communication channels by:

- Building a culture centered on service excellence, innovation, and accountability
- Leveraging data, technology, and human-centred design to modernize service delivery
- Strengthening public trust by ensuring every interaction reflects the City's commitment to high-quality, inclusive service.

Align operational strategy with community needs to improve access, responsiveness, and overall satisfaction.

Danielle Seraphim, Executive Director, Head of Customer Experience Division, **City of Toronto**

Sean Albertson, CEO, **CX4ROCKS** MODERATOR

12:00 PM INDUSTRY EXPERT:

Why Capacity Plans Fail in the Real World (And What Leaders Do Differently)

Capacity planning often looks solid on paper yet breaks down when real-world pressures apply. As complexity increases, timelines compress, and executive scrutiny intensifies; many organizations find their planning outputs no longer inspire confidence or hold up when decisions matter most. This session brings together executive and practitioner perspectives to exam why capacity planning struggles in practice and how experienced leaders respond. Rather than focusing on tools or techniques, the discussion centers on how planning is approached, communicated, and used to support decisions when stakes are high.

- Where capacity planning breaks down as complexity, speed, and executive scrutiny increase.
- Why do more data or more tools often reduce confidence instead of improving it?
- A practitioner's view on the operational cost of rework, misalignment and repeated explanations.
- What should leaders do differently to restore trust and decision readiness?

Karen Elliott, Co-Founder/CEO, **Cinareo**

Justin Hurdle, Director WFM & Operational Performance, **Bill Gosling Outsourcing**

Jo Jakovjevic, HR Council, **Hacking HR** MODERATOR

12:30 PM STORYTELLING: FROM JOBS TO JOURNEYS

Why Don't Kids Dream of Becoming Call Centre Agents? Rethink Motivation, Meaning, and Measurable Impact in Customer-Facing Roles

Customer service roles are often seen as entry-level or transactional, yet they sit at the front lines of brand experience, customer loyalty, and revenue impact. Confront the tough question: why don't kids grow up dreaming of being call centre agents or retail assistants? Elevate agent experience through real-time feedback, purposeful work, and data-driven CX programs to unlock both employee engagement and bottom-line growth. Take back to your office strategies to:

- Transform high-churn, low-motivation service roles into purpose-driven, high-impact careers that drive both customer satisfaction and revenue.
- Redefine frontline positions as growth-centric, data-informed, and customer-impacting roles to boost pride and performance.
- Train top teams to use live customer feedback loops not just to solve problems but to uncover sales opportunities and deepen loyalty.
- Connect the dots between frontline behaviour, VoC analytics, and measurable business outcomes using modern CX intelligence platforms.

Advance agent engagement and performance by aligning daily tasks with meaningful outcomes to increase motivation, drive career growth, and deliver measurable impact on customer experience.

Danny Wong, Director of Business Operations and Customer Experience, **ecobee**

1:00 PM NETWORKING LUNCH: DELVE INTO INDUSTRY CONVERSATIONS

- Meet interesting speakers and pick their brains on the **latest contact centre issues**.
- **Expand your network** and make connections that last beyond the conference.
- Enjoy great food and service while engaging with your **CX colleagues**.

2:00 PM EXHIBITOR LOUNGE: VISIT BOOTHS & WIN PRIZES

- Browse through different sponsor booths and **test drive new technology**.
- Enter your name for a chance to **win exciting prizes**.
- Take advantage of **event-specific offers** and special content.

2:15 PM

INDUSTRY EXPERT

Rethinking AI in the Contact Centre from Automation to Resolution

Automation was supposed to fix the contact centre. Instead, many teams are left with rising costs, fragmented tools, and bots that break the moment a conversation gets complicated. The reality is clear: incremental automation can't deliver real resolution. The next phase of CX requires agentic AI systems that can reason, adapt, and take action, while staying firmly under human and business control.

- Understand why many CX and AI systems struggle to deliver true resolution.
- Evolve from basic automation to AI-driven problem solving.
- Combine agentic AI, human oversight, and observability for safe scale.
- Navigate organizational, operational, and trust challenges in CX transformation.

Lora Paglia, Chief Operating Officer, **Tangerine**

Max Black, VP Sales, **ASAPP** MODERATOR

2:45 PM

TRACK 1: AI, AUTOMATION & THE INTELLIGENT CONTACT CENTRE

FIRESIDE CHAT: UNFILTERED INSIGHTS - FROM COMPLEXITY TO CLARITY

Powering Contact Centre Transformation Through AI, Automation, and Data-Driven Leadership

Contact centres have evolved from traditional support hubs into dynamic, tech-enabled experience engines. Now, their success hinges on aligning people, platforms, and processes. Drive enterprise-wide modernization by integrating GenAI, automation, and data visualization into daily operations while strengthening the employee experience and client communications strategy. Adopt best practices to:

- Build an integrated BPO model to enhance flexibility and cost efficiency.
- Unify key platforms into a seamless service ecosystem.
- Leverage advanced analytics and natural language search to unlock deeper client insights.
- Foster a culture of transformation, adaptability, and human-centric change management.

Establish a sustainable knowledge management framework to support enterprise learning, operational continuity, and successfully piloted and scaled GenAI use cases across operations.

Nygel Weishar, VP, Service Enablement (Client Services, BPO, PMO), **CI Financial**

Sean Albertson, CEO, **CX4ROCKS** MODERATOR

TRACK 2: WORKPLACE TRANSFORMATION & HUMAN-CENTRED CONTACT CENTRE

PRESENTATION: CONNECTING MACRO STRATEGY TO FRONTLINE EXECUTION

Reimagining Contact Centre Operations for the AI Era

In a world where customer expectations evolve faster than operations can react, contact centres face mounting pressure to deliver at scale without sacrificing experience or efficiency. Architect future-ready contact centre ecosystems that blend operational discipline, systems thinking, and human-centred design. Craft an action plan to:

- Integrate automation (AI, RPA, chatbots, IVRs) into service models with clarity and purpose.
- Scale coaching frameworks that drive continuous improvement.
- Build resilient systems that adapt to change without destabilizing performance.
- Translate real-world friction into long-term value through change frameworks and team enablement.

Build contact centre ecosystems where people and platforms perform in sync delivering stability, speed, and purpose at every touchpoint.

Anthony Herbert, Manager, Workforce Management, **Porter Airlines (Former)**

3:15 PM

EXHIBITOR LOUNGE: ATTEND VENDOR DEMOS & CONSULT CX EXPERTS

- Enjoy **exclusive sponsor demos** and experience the next level of contact centre innovation firsthand.
- Meet one-on-one with leading solution providers to **discuss organizational hurdles**.
- **Brainstorm solutions** and gain new perspectives and ideas.

3:45 PM

TRACK 1: AI, AUTOMATION & THE INTELLIGENT CONTACT CENTRE

FIRESIDE CHAT: TRANSFORM OPERATIONS WITH VIRTUAL DATABASE TECHNOLOGY

Powering Contact Centre Transformation with Smart Data Strategy & AI Integration

In today's high-velocity customer service environment, contact centres must be agile, secure, and data-driven. Transform your infrastructure and operational workflows to support secure data access, real-time analytics, and AI-driven decision-making without compromising compliance or performance. Reimagine data pipelines that balance business agility with regulatory rigor through:

- Configuring adaptive test databases that securely mask sensitive customer data while enabling real-time reporting in cloud-native environments.
- Accelerating AI and analytics initiatives by maintaining regulatory and privacy compliance across all customer touchpoints.
- Fostering cross-functional collaboration between ISO, development, and engineering teams to drive faster feature rollouts and measurable CX improvements.

Streamline data access with appropriate tools to enhance speed-to-insight across customer service teams and improve customer outcomes.

Asif Saiyed, Data Architect, Data Governance, **Fidelity Investments**

Sean Albertson, CEO, **CX4ROCKS**

MODERATOR

TRACK 2: WORKPLACE TRANSFORMATION & HUMAN-CENTRED CONTACT CENTRE

FIRESIDE CHAT: HUMAN RIGHTS, ACCOUNTABILITY, AND WORKFORCE TRANSFORMATION IN CONTACT CENTRES

How organizations can modernize investigative and oversight practices while upholding human rights and operational efficiency

As contact centres scale and evolve, workforce transformation must be grounded in fairness, accountability, and trust. Streamline transparent processes, strengthen culture, protect employees, and support sustainable workforce transformation by:

- Designing efficient, evidence-based investigative processes without compromising integrity
- Embedding human rights, fairness, and accountability into workforce operating models
- Applying structured investigation and interview techniques to improve consistency and outcome

Winslow Taylor, Director, Human Rights and Investigations, **TTC**

Jo Jakovjevic, HR Council, **Hacking HR**

MODERATOR

4:15 PM

TRACK 1: AI, AUTOMATION & THE INTELLIGENT CONTACT CENTRE

FIRESIDE: FROM TOUCHPOINT TO TRANSFORMATION

Driving CX Excellence Through Digital-First Contact Centre Strategy

In a world where customer expectations continue to rise, transforming contact centres into proactive, digital-first service hubs is no longer optional, it's essential. Lead a seamless digital transformation without sacrificing the human touch by:

- Optimizing contact centre structures and workflows to support rapid growth
- Using NPS, CSAT, and FCR as strategic levers for cross-functional alignment
- Successfully integrating AI tools, specialty service teams, and self-service channels
- Turning app and product launches into engagement tools that drive loyalty and revenue

Turn your contact centre into a strategic growth engine with customer-centric leadership, paired with the right technology and team structure

Deanna Stacey, Principal & Founder, **Blue Umbrella Services**

Sean Albertson, CEO, **CX4ROCKS**

MODERATOR

TRACK 2: WORKPLACE TRANSFORMATION & HUMAN-CENTRED CONTACT CENTRE

FIRESIDE: NAVIGATING ECONOMIC UNCERTAINTY

Driving Engagement, Retention, and Loyalty Through Digital-Enabled Experiences

In an era of prolonged economic uncertainty, navigate end-to-end client or member experience, uncover friction points, and align internal teams around the moments that matter most with journey mapping. Help organizations remain relevant, resilient, and client-centric in uncertain times with:

- Organizations to be more data-informed, client-centric, and deliberate in how they create and communicate value.
- Reduced churn through relevance, consistency, and trust being impactful and cost-effective than pursuing new acquisition.
- Digital platforms, CRM systems, and data insights to personalize experiences, anticipate needs, and strengthen engagement at scale.

View services through the client or member's eyes to identify friction, align teams, and design experiences that genuinely support loyalty and long-term sustainability.

Shelly Anwwyll, VP, Business Development & Member Experience, **Ontario Chamber of Commerce**

Jo Jakovjevic, HR Council, **Hacking HR**

MODERATOR

FULL AGENDA

DAY 1 – Tuesday, February 24, 2026

4:45 PM CLOSING KEYNOTE: FROM CHAOS TO CLARITY

Operationalizing CX Through Scalable Onboarding and Process Automation

As customer experience (CX) becomes a core driver of growth, companies must move fast to build systems, teams, and workflows that scale without compromising quality. Enable programs, and operational partnerships to radically improve onboarding, productivity, and cross-team collaboration. Take away actionable strategies and playbooks to take:

- Automate and enhance to streamline CX workflows
- Partner up with RevOps, Revenue Enablement, and Product teams to support business expansion
- Strategize capacity planning and workload modeling for onboarding managers
- Automate kickoff scheduling, risk alerts, and digital onboarding paths

Build a high-impact onboarding engine that reduces ramp time and boosts early productivity.

Nate Alcorn, Lead CX Operations, [ZoomInfo](#)

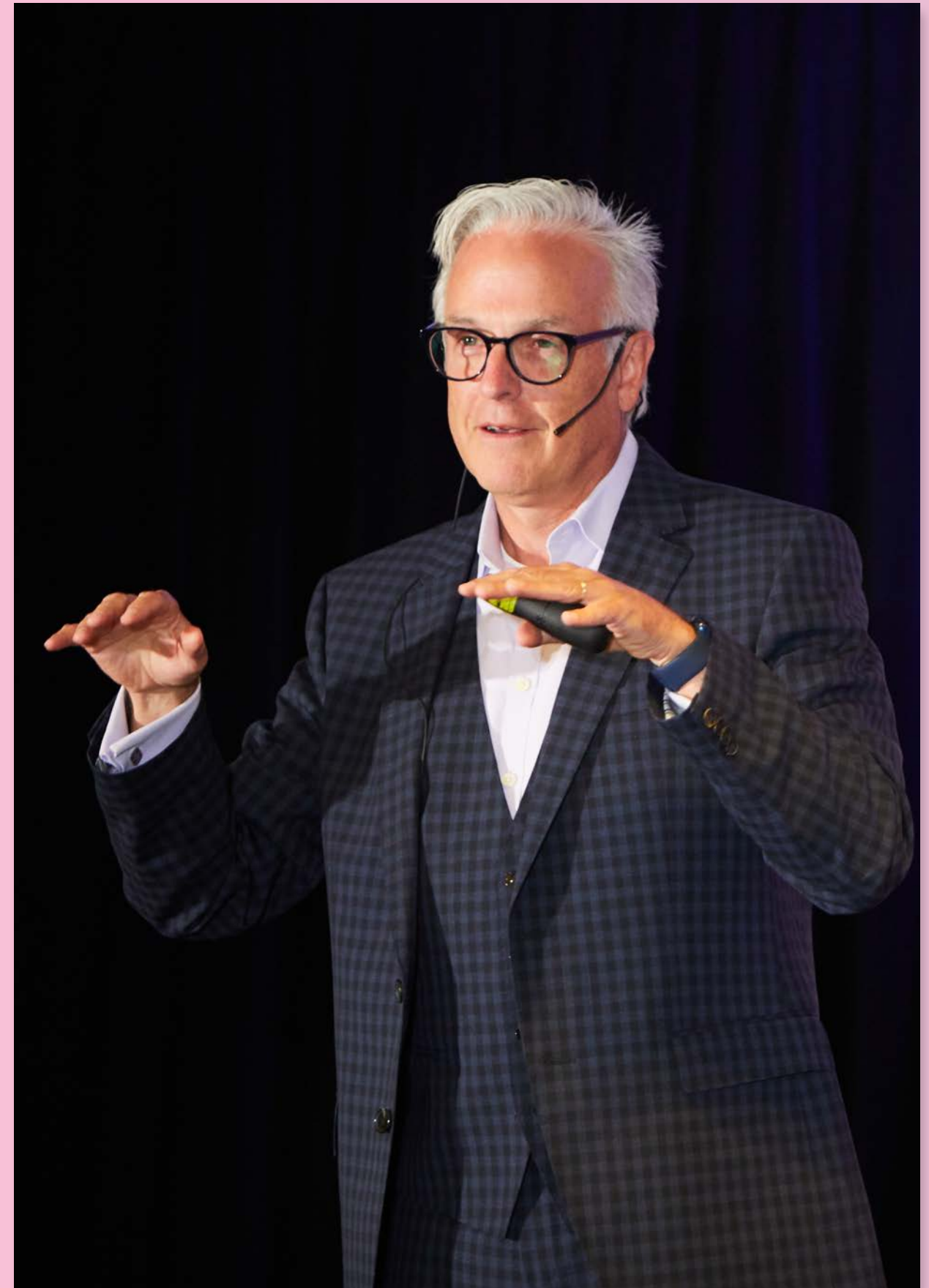
5:15 PM CLOSING COMMENTS FROM YOUR HOST

Review the key solutions and takeaways from today's sessions. Source a summary of action points to implement in your work. Discuss tomorrow's highlights!

5:20 PM EVENING RECEPTION: ENJOY GREAT CONVERSATION, MUSIC, & NETWORKING

- **Relax and unwind with** tasty cocktails after a long day of learning.
- Don't miss your chance to **win fun prizes** by scanning your badge at our exhibitor booths.
- Make dinner plans with your **new connections** and explore the best of what Toronto nightlife has to offer. Just be sure to set your alarm for Day 2!

6:20 PM CONFERENCE ADJOURNS TO DAY 2



8:00 AM NETWORKING BREAKFAST: BUILD COMMUNITY CONTACTS

- Start your day off right and connect with **contact centre leaders**.
- Get to know your **CX peers** and colleagues over a delicious breakfast.
- Source practical tips, discuss **best practices** and prepare for the day ahead.

8:45 AM OPENING COMMENTS FROM YOUR HOST

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Sean Albertson, CEO, **CX4ROCKS**

9:00 AM FIRESIDE EXCLUSIVE: TRANSFORMING A 24/7 CONTACT CENTRE

Workforce Stability, Operational Resilience & High-Performance Service Delivery

What does it take to stabilize and transform a large-scale, unionized, 24/7 emergency communications operation while improving service delivery, reducing attrition, and strengthening workforce engagement? Master success factors to:

- Redesign recruitment, onboarding, and training processes even in challenging labor markets.
- Reduce attrition to single digits, preserving institutional knowledge and strengthening team performance.
- Accelerate time-to-competency, cutting readiness timelines in half to rapidly stabilize staffing.

Deliver exceptional service outcomes, achieving year-over-year improvements in emergency and non-emergency call service levels..

Sandy Mann, Director, **E-Comm 9-1-1 Emergency Communications for British Columbia Incorporated**

Jo Jakovjevic, HR Council, **Hacking HR** MODERATOR

9:30 AM PRESENTATION: COACHING CULTURES & HUMAN-CENTERED LEADERSHIP

Empowering Frontline Teams for CX Excellence

Build a coaching-first culture that fuels agent engagement, adaptability, and customer/student trust, even in high-volume, constantly changing environments by:

- Embedding coaching and mentoring into everyday operations, not just performance reviews
- Practical strategies to foster relationship-building, psychological safety, and trust on the front line
- Lessons from student affairs leadership that apply to contact centre teams, onboarding, transitions, and peer learning.

Shift from process-first to people-first operations to elevate both team performance and student satisfaction.

Woo Kim, Director, International Student & Scholar Services, **York University**

10:00 AM EXHIBITOR LOUNGE: VISIT BOOTHS & SOURCE EXPERTISE

- Explore the latest **contact centre technology** and strategies with our industry-leading sponsors.
- Share your challenges with the **biggest innovators** in the business.
- Schedule **one-to-one private meetings** for personalized advice.

10:30 AM FIRESIDE: FROM STRATEGY TO SERVICE MOMENTS

Translate Enterprise Strategy into Frontline Service Behaviors

Customer experience doesn't live in scripts or dashboards, it lives in culture. As organizations evolve, contact centres must shift from reactive service hubs to strategic experience engines aligned with enterprise vision. Master success factors to:

- Embed a customer-first mindset across teams, align frontline operations with strategic priorities, and foster engagement that drives measurable business impact.
- Transform service environments into experience-driven organizations.
- Use journey mapping and human-centered design to identify friction and elevate service

Build high-performing teams through trust, collaboration, and personality-based leaders and turn employee engagement into measurable customer loyalty outcomes.

Kelly Harper, Vice President, Visitor Experience, **Royal Ontario Museum**

11:00 AM ROUNDTABLES -- DISCOVER THOUGHT-PROVOKING IDEAS

Take a deep dive down the innovation rabbit hole in one of our roundtable discussions. Share common challenges and best practices with your contact centre peers on a topic of your choosing:

1. Roundtable A: **Building Trust in Agentic AI Systems**
2. Roundtable B: **Why CX Strategies Fail Before They Start**
3. Roundtable D: **Improving Agent Experience & Reducing Turnover**
4. Roundtable C: **Measurement of Customer Feedback**
5. Roundtable D: **Enhancing Workforce Transformation**

11:45 AM PRESENTATION: DRAMATICALLY ELEVATE CONTACT CENTRE PERFORMANCE

Transforming Contact Centres Through Intelligent Automation and Predictive CX

As customer expectations rise and service environments grow more complex, AI has become the cornerstone of next generation contact centre strategy. Unlock faster resolutions, more human service experiences, and operational excellence at scale by:

- Using predictive intelligence to anticipate customer needs and reduce call volumes
- Deploying AI-enhanced routing to get customers to the right agent the first time
- Leveraging ML signals and foundation models to improve personalization and service accuracy
- Building a unified data and model ecosystem that supports automation across channels

Build the roadmap, infrastructure, and culture required to make AI a transformative force within contact centres.

Rajvinder Singh, Head of Product, **Yelp**

12:15 PM FIRESIDE CHAT: FROM LISTENING TO LEVERAGE

Why Voice of Customer Must Drive Action, Not Just Measurement From Insight to Impact: Empowering CX to Turn Feedback into Results

Voice of Customer (VoC) is a change system, not a measurement system. Feedback creates value only when it drives decisions and actions; without that, it merely audits dissatisfaction. Join this session to learn how empowering CX and closing the loop will accelerate measurable improvements in trust, loyalty, and performance.

- Impact only occurs when feedback alters decisions, priorities, or ways of working.
- When CX teams surface insights without the power to initiate action, VoC becomes a passive reporting layer instead of a driver of performance.
- Failing to act on feedback erodes customer trust, accelerates metric decay, and disengages internal teams who stop believing VoC leads to change.

Clearly communicate what changed or why it didn't and hold teams accountable for sustainable credibility.

Vladys Kushchenko, Director CX, **AstraZeneca**

Sean Albertson, CEO, **CX4ROCKS** MODERATOR

12:45 PM NETWORKING LUNCH: DELVE INTO INDUSTRY CONVERSATIONS

- Meet interesting speakers and pick their brains on the **latest contact centre issues**.
- **Expand your network** and make connections that last beyond the conference.
- Enjoy great food and service while engaging with your **CX colleagues**.

1:45 PM EXHIBITOR LOUNGE: VISIT BOOTHS & WIN PRIZES

- Browse through different sponsor booths and **test drive new technology**.
- Enter your name for a chance to **win exciting prizes**.
- Take advantage of **event-specific offers** and exclusive content.

2:00 PM FIRESIDE: BUILDING HIGH-PERFORMING TEAMS THROUGH PSYCHOLOGY & DATA

High-Performing Organizations Are Built, Not Born. Master Success Factors On:

- How to identify and predict high performers using data-driven behavioral indicators rather than intuition or tenure.
- How to design targeted development and coaching interventions that improve resilience, engagement, and sustained performance in high-pressure contact centre environments.
- How psychometric assessments and performance psychology can be used to improve hiring accuracy, strengthen team dynamics, and reduce attrition.

Shift from process-first to people-first operations to elevate both team performance and student satisfaction.

Erica Naccarato, Director, Organizational Development, **goeasy**

Deanna Stacey, Principal & Founder, **Blue Umbrella Services** MODERATOR

2:30 PM FIRSIDE: WORKFORCE TRANSFORMATION THAT DELIVERS

Turning People Strategy into Contact Centre Performance

True workforce transformation goes beyond new tools and org charts, it requires aligning strategy, culture, and leadership with day-to-day execution. Move from transformation intent to sustained impact.

- Build accountable, scalable workforce models that strengthen leadership capability, improve engagement
- Translate workforce transformation strategies into operational reality
- Design accountable operating models that support scale and change
- Build leadership and talent pipelines for future-ready organizations

Use people analytics and behavioural science to guide workforce decisions.

Nazanin Dormani, VP, Organizational Development, **Dental Corp**

Sean Albertson, CEO, **CX4ROCKS** MODERATOR

3:00 PM EXHIBITOR LOUNGE: ATTEND VENDOR DEMOS & CONSULT CX EXPERTS

- Enjoy **exclusive sponsor demos** and experience the next level of contact centre innovation firsthand.
- Meet one-on-one with leading solution providers to **discuss organizational hurdles**.
- **Brainstorm solutions** and gain new perspectives and ideas.

3:15 PM TRANSFORMING CONTACT CENTRE LEARNING

Measure and evaluate learning effectiveness to ensure alignment with business objectives

In today's fast-paced contact centre environment, workforce transformation depends on strategic learning and development that aligns with organizational, team, and individual needs. Design and implement innovative learning solutions that not only develop skills but also drive performance, engagement, and long-term employee growth.

- Assess learning needs across the organization and teams to deliver targeted solutions
- Design blended and creative learning portfolios integrating formal, informal, and social learning approaches
- Build curated content and innovative tools to support development and reinforce knowledge

Implement performance management, talent review, and succession planning strategies.

Daniela Comisso, Learning & Development partner, **ONxpress Transportation Partners**

Jo Jakovjevic, HR Council, **Hacking HR** MODERATOR

3:45 PM CLOSING KEYNOTES & COMMENTS

Review the key solutions and takeaways from the conference. Source a summary of action points to implement in your work.

Sean Albertson, CEO, **CX4ROCKS**

4:00 PM CONFERENCE CONCLUDES

HOW TO REGISTER?

REGISTER NOW ↗

IN-PERSON PASS

FULL TWO-DAY ACCESS:

Take advantage of keynote sessions, panel discussions, case studies, interactive roundtables, and one week of pre-event networking via our dedicated platform

FACE-TO-FACE NETWORKING:

Connect and build valuable relationships with our audience of thought leaders

5-STAR TREATMENT:

Enjoy the complimentary breakfast, lunch, and cocktail reception, all within one stunning location

EXPO HALL:

Form lasting business partnerships, test drive the latest solutions and gather exclusive content from industry-leading experts

SPEAKER PRESENTATIONS:

Take home PowerPoints and white papers addressing your biggest challenges

ON-DEMAND ACCESS:

Conveniently rewatch any session for up to 3 months after the event

REGULAR TICKET

\$1,595

VIRTUAL PASS

TWO-DAY LIVE STREAM ACCESS:

Tune into keynote sessions, panel discussions and case studies with real-time Q&A from the comfort of your home

VIRTUAL NETWORKING:

Connect and build valuable relationships with our audience of thought leaders through topic message boards, interactive roundtables, and one-on-one discussions via our private messaging tool

VIRTUAL EXPO HALL:

Form lasting business partnerships, test drive the latest solutions and gather exclusive content from industry-leading experts

SPEAKER PRESENTATIONS:

Take home PowerPoints and white papers addressing your biggest challenges

ON-DEMAND ACCESS:

Conveniently rewatch any session for up to 3 months after the event

REGULAR TICKET

\$1,395

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James Mason

Delegate Sales Associate

Email: James.M@strategyinstitute.com

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