

# Customer Service Conference

March 14-16, 2012  
The Mirage ■ Las Vegas, NV

Last (Family) Name  First (Given) Name  MI  Professional Designations \_\_\_\_\_

First Name on Badge  Title

Company Name  Phone

Company Mailing Address

City  State/Province  ZIP/Postal Code  Country (Required)

E-mail Address (Required) \_\_\_\_\_ Fax

Alternate e-mail address to send copy of confirmation \_\_\_\_\_

Where did you hear about this meeting?  Brochure  E-mail  Web  Fax  Other \_\_\_\_\_

## Registration and Method of Payment

### Register by February 17, 2012

- LOMA member \$ 995
- LIMRA (non-LOMA) member \$ 1240
- PCS designees \$ 895
- Non-member \$ 1480

### Register after February 17, 2012

- LOMA member \$ 1095
- LIMRA (non-LOMA) member \$ 1340
- PCS designees \$ 995
- Non-member \$ 1580

\$\_\_\_\_\_ Payment in U.S. funds enclosed.

\$\_\_\_\_\_ Credit card  VISA  MasterCard  AMEX

Credit Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_ Today's Date \_\_\_\_\_

ZIP or Postal Code for Credit Card Billing Address \_\_\_\_\_

Print Name of Card Holder \_\_\_\_\_

Signature of Card Holder \_\_\_\_\_

If you have dietary restrictions or will need special assistance, please contact [meetings@loma.org](mailto:meetings@loma.org).

### Advance Attendee List

LIMRA/LOMA provides an advance attendee list to each Exhibitor and Sponsor registered for this conference. These vendors offer unique solutions and specialized expertise for our industry, and LIMRA/LOMA limits their use of the advance list to one time in conjunction with this event.

#### May we include your email address on the advance attendee listing?

Yes  No  Full Privacy Policy is viewable at [www.loma.org](http://www.loma.org).

### Bonus Event: Tour of Zappos.com

Register me for the tour of Zappos.  
\$125 fee applies. Open to the first 60 to register.

- Pre-Conference Tour on March 14

### Discounted Group Registration Fee

#### Full Conference Registration

If three or more employees from the same member company register for this event, they can qualify for our group discount.

#### Three (3) or more employees from the same member company:

- \$895 per employee by February 17
- \$995 per employee after February 17

**Note:** Discount available for full conference registrations only. Presenters and registrants using other discount offers also do not qualify for this offer and should not be included in any "3 or more" count. Discount eligibility is contingent upon the member company meeting the "3 or more" criteria. Employees from member companies failing to meet this criteria will be billed any balance due based on the difference between the regular and group discounted rates.

Mail with LOMA Meetings  
check or 2300 Windy Ridge Pkwy., Suite 600  
fax with Atlanta, GA 30339-8443  
credit card  
number to: Fax: (770) 984-6419 Phone: (770) 984-3764

Registration form will not be processed without payment.  
**Please make checks payable to LOMA.** If you need to pay by wire transfer, please e-mail [meetings@loma.org](mailto:meetings@loma.org) for bank information.  
For multiple registrations, please copy this blank form and submit one for each participant.

**Refund Policy:** All cancellations and refund requests must be received in writing. These requests carry a \$100.00 U.S. administrative charge. Full refunds minus the administrative fee will be granted on written requests received no later than ten business days before the meeting. No refunds will be granted if the request is received within ten business days of the meeting. If for any reason a meeting is cancelled, LOMA will refund the total registration fee. However, LOMA will not be responsible for any travel, hotel accommodations or other costs incurred. Cancellation requests should be submitted to [meetings@loma.org](mailto:meetings@loma.org).

**2012  
LOMA**

# Customer Service Conference

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Name: \_\_\_\_\_

Company: \_\_\_\_\_

Phone: \_\_\_\_\_

## Concurrent Sessions

Please select one session from each time slot.

### Thursday, March 15

**10:00–10:45 a.m.**

#### Structured Networking Sessions

- 1.1 Self-service Models: How Can I Help You to Better Help Yourself?
- 1.2 Collaboration Tools: Can We All Just Work Together?
- 1.3 2012 and Beyond: The Current and Future State of the Call Center
- 1.4 Customer Experience: The Holistic Approach

**11:00 a.m.–12:00 p.m.**

#### Concurrent Sessions

- 2.1 Engaged Team Performance in a Call Center
- 2.2 Hiring and Managing Gen Y and Overqualified Applicants in Today's Economy
- 2.3 Unclaimed Insurance Benefits for Life and Annuity Insurers

**1:15–2:15 p.m.**

#### Concurrent Sessions

- 3.1 Analyzing Interaction Data to Transform the Customer Experience
- 3.2 Thrivent's Work from Home Model and LOMA Virtual Worker Tools
- 3.3 Practice Makes Perfect... A Real Life Case Study in Disaster Recovery, Situational Leadership and Courage

**2:30–3:30 p.m.**

#### Concurrent Sessions

- 4.1 The Forgotten Touch Point
- 4.2 Social Media in Insurance: Managing It All and Delivering Value to Customers
- 4.3 How to Eat the Six Sigma Elephant...One Bite at a Time!

### Friday, March 16

**9:15–10:15 a.m. Concurrent Sessions**

- 5.1 Holistic Service: Enhancing the Customer Experience from the Ground Up
- 5.2 Mobile Computing in the 21st Century
- 5.3 Social Media and Customer Service — If Not Now, When?

**10:30–11:30 a.m. Structured Networking Sessions**

- 6.1 Social Media and the Customer Experience: The New Power Couple
- 6.2 Mobile Technology: Do You Have an App for That?
- 6.3 Business Intelligence: How Are You Using the Data that You Have to Enhance Service?

**Please submit this page along  
with your registration form**