

Aubyn Howard's conference speaking (customer management)

| Conference speeches | Organiser, location, date | Subjects |
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| Telebusiness International | Star Form Communications London - June 1996 | <i>The strategic value of the call centre</i> |
| South African DMA Conference | South African DMA Johannesburg - Aug 1996 | <i>Database marketing - the theory and the practice</i> |
| Reducing churn in the telecoms industry | IQPC London - Oct 1996 | <i>The why, who, what, and how of keeping customers</i> |
| Middle East Call Centre Conference | Insights Dubai - Nov 1996 | <i>The strategic value of a call centre</i> <i>Measuring the performance of a call centre</i> |
| Evaluating and maximising the efficiency of customer relationships | IBC Sao Paulo - Dec 1996 | <i>The strategic value of a call centre</i> |
| Call Centre Excellence | IBC London - Dec 1996 | <i>Integrating the call centre into your business strategy</i> |
| Data-Telephony 97 | Telenor Trondheim, Norway - March 1997 | <i>The strategic value of a call centre</i> <i>The future of the call centre and the Internet</i> |
| Developing and managing an outbound call centre | Euro Forum London - April 1997 | <i>Assessing the strategic value of the outbound call centre in your organisation</i> |
| Telebusiness International | Star Form Communications London - June 1997 | <i>The strategic value of the call centre</i> |
| Launching and managing a call centre | IQPC London - June 1997 | <i>The strategic value of the call centre</i> |
| The levers of change in the technological and communications era | FEACO Athens - June 1998 | <i>How to harness the power of the customer communications revolution</i> |
| The 1998 ICCB Survey Findings | Merchants Milton Keynes - September 1998 | <i>The strategic implications of the report</i> |
| The 1999 Irish Call Centres Conference | Centaur Conferences Dublin – November 1999 | <i>Strategic benchmarking and the assessment of service quality in call centres</i> |
| Public courses designed and delivered | Organiser, location, date | Subjects |
| The Communication Centre meets the World Wide Web | Merchants Milton Keynes - various 1996 | <i>The strategic implications of the Web integrating with the call centre</i> |
| The role of database in customer management | Merchants Milton Keynes - various 1996 | <i>Database marketing</i> <i>Organisational change to achieve customer focus</i> |
| Customer retention workshop | Merchants Milton Keynes - various 1997 | <i>The why, who, what, and how of keeping customers</i> |