

### Aubyn Howard's conference speaking (customer management)

<b>Conference speeches</b>	<b>Organiser, location, date</b>	<b>Subjects</b>
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>
<b>Public courses designed and delivered</b>	<b>Organiser, location, date</b>	<b>Subjects</b>
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>