

From:

To:

Subject: Participation in the CCW 2021 Conference

Hello Mr / Ms,

I would like to attend the CCW Conference in February 2021 in Berlin.

Why? Because:

CCW is Europe's largest conference trade fair for innovative customer dialogue, with 8,000 visitors. The power of knowledge is available on two conference days (23+ 24 February 2021), an innovation day (22 February 2021) and an inspiration day on artificial intelligence (25 February 2021).

The conference will be simultaneously accompanied by a three-day trade fair with around 270 exhibitors from 46 countries.

I am convinced that a conference ticket is definitely worthwhile.

- **Inspiration for our daily work through groundbreaking knowledge:**
The keynote speakers in the conference are visionaries, thought leaders and courageous designers – their ideas and thoughts will also inspire our customer service. The latest trends and future scenarios will be presented.
- **Champions of service will report from lived practice:**
The conference-speakers are practitioners from customer service, sales and marketing at renowned companies. They are among the best in the industry. They are executives who will share their many years of experience and profound knowledge.
- **We will save ourselves mistakes and bad investments:**
Marketing promises from providers are one thing, implementation within the company is an entirely different matter. The speakers have put new technologies and processes to the acid test within their own customer service departments. They know what works and what doesn't. We will benefit from their experience.
- **Increase productivity:**
I learn new tools, techniques, tips and tricks so that I can work faster and more effectively.
- **Expand our network:**
All the major players in the industry are represented here. Due to the large number of participants, speakers and exhibitors, I will enlarge our network in an effective manner.
- **Knowledge transfer, quality and process optimisation:**
The team benefits as a whole since I will pass on my experience to the company. This will initiate new processes and optimise existing ones. The result is increased quality. We will become better overall.
- **All inclusive:**
Everything is included in the congress ticket: attendance at the fair, food, drinks and the supporting programme.

CCW is worth the investment.More about the CCW programme can be found here: www.ccw.eu/en/conference