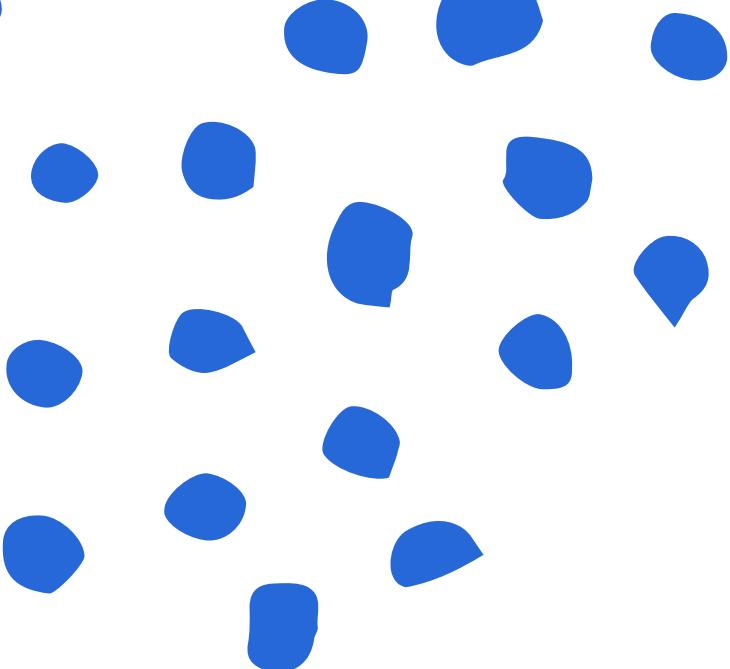


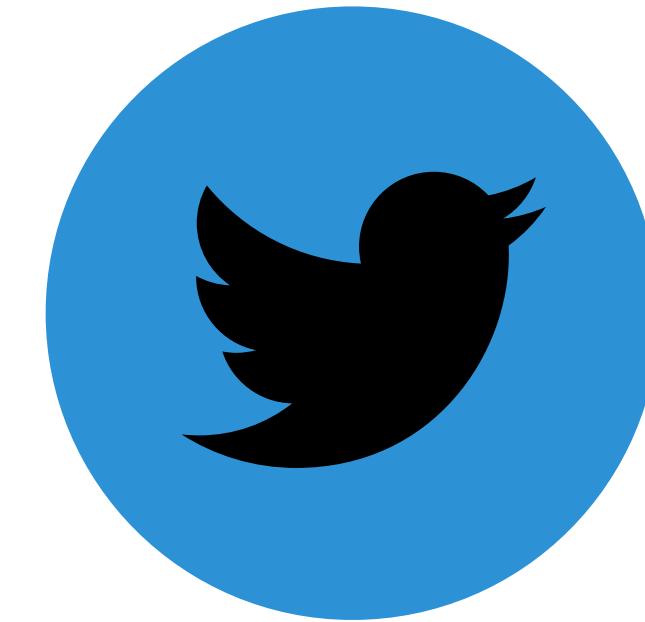
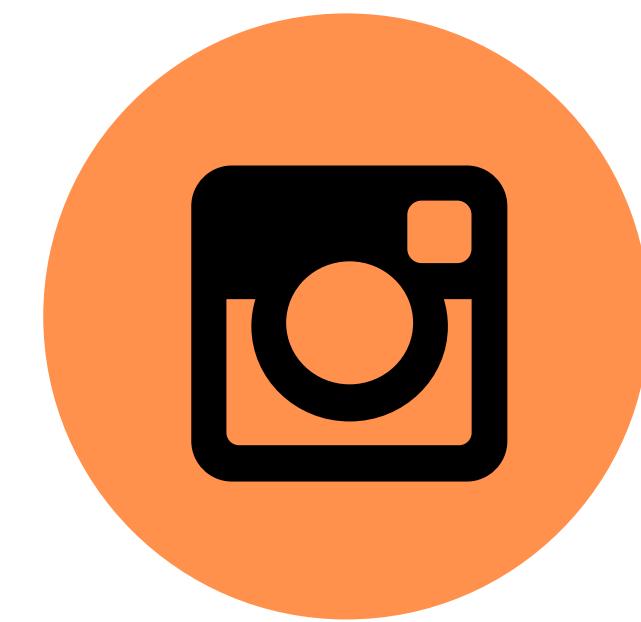


# CUSTOMER CONTACT WEEK 2020





# SOCIAL MEDIA MARKETING





## IQPC Events

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Reviews

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Photos

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Community



 IQPC  
41,656 followers  
3d

Are you ready for CCW Vegas 2020? Head over to our website to learn more and reserve your spot for as low as \$599!

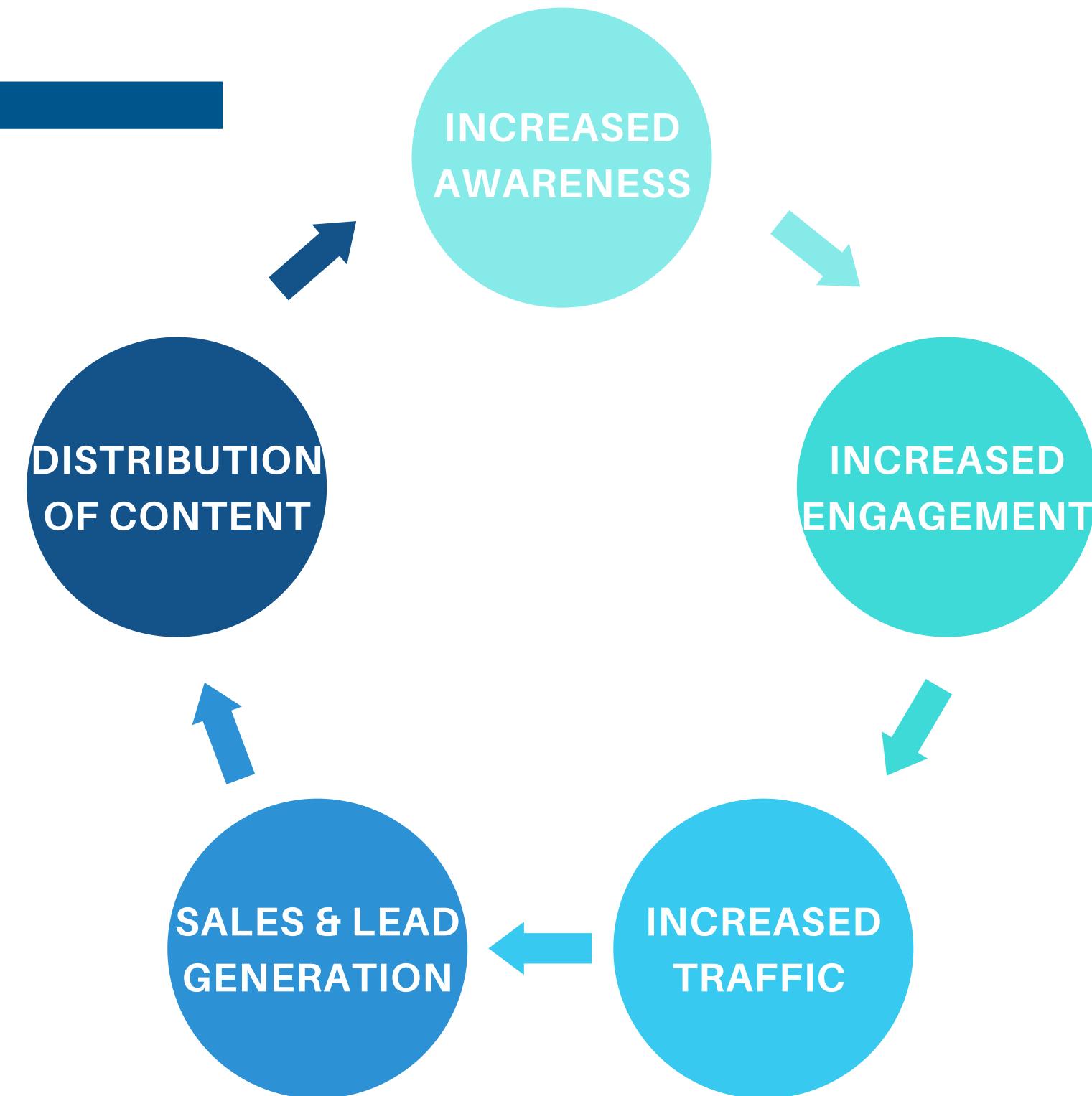
We hope to see you there for our biggest event to date!  
June 22-26, 2020  
Caesars Forum, Las Vegas  
[www.customercontactweek.com](http://www.customercontactweek.com)  
#CCWVEGAS20

**Register now:** <https://okt.to/JrhtO4>



# Goals of Facebook Marketing

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# 5 Steps to Facebook Marketing



# Facebook Remarketing



IQPC  
May 3, 2017 · 3

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Interested in attending CCW Vegas 2020? Reserve your spot now!



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# GOALS OF REMARKETING



## **Stage 1**

Create event page and invite members to page

## **Stage 2**

Prospects interested in event visit page

## **Stage 3**

Prospective clients are recorded as visitors to site

## **Stage 4**

Prospects return to Facebook

## **Stage 5**

Facebook displays targeted advertisement

## **Stage 6**

Re-marketing helps retain visitors and increase conversion rates on site

# Instagram



customercontactweek

Follow

265 posts

800 followers

310 following

Customer Contact Week

The World's Largest Customer Contact Event Series

→ #CCWNashville20 | Jan 28-31, 2020 | JW Marriott

Learn more about us:

[linktr.ee/customercontactweek](http://linktr.ee/customercontactweek)



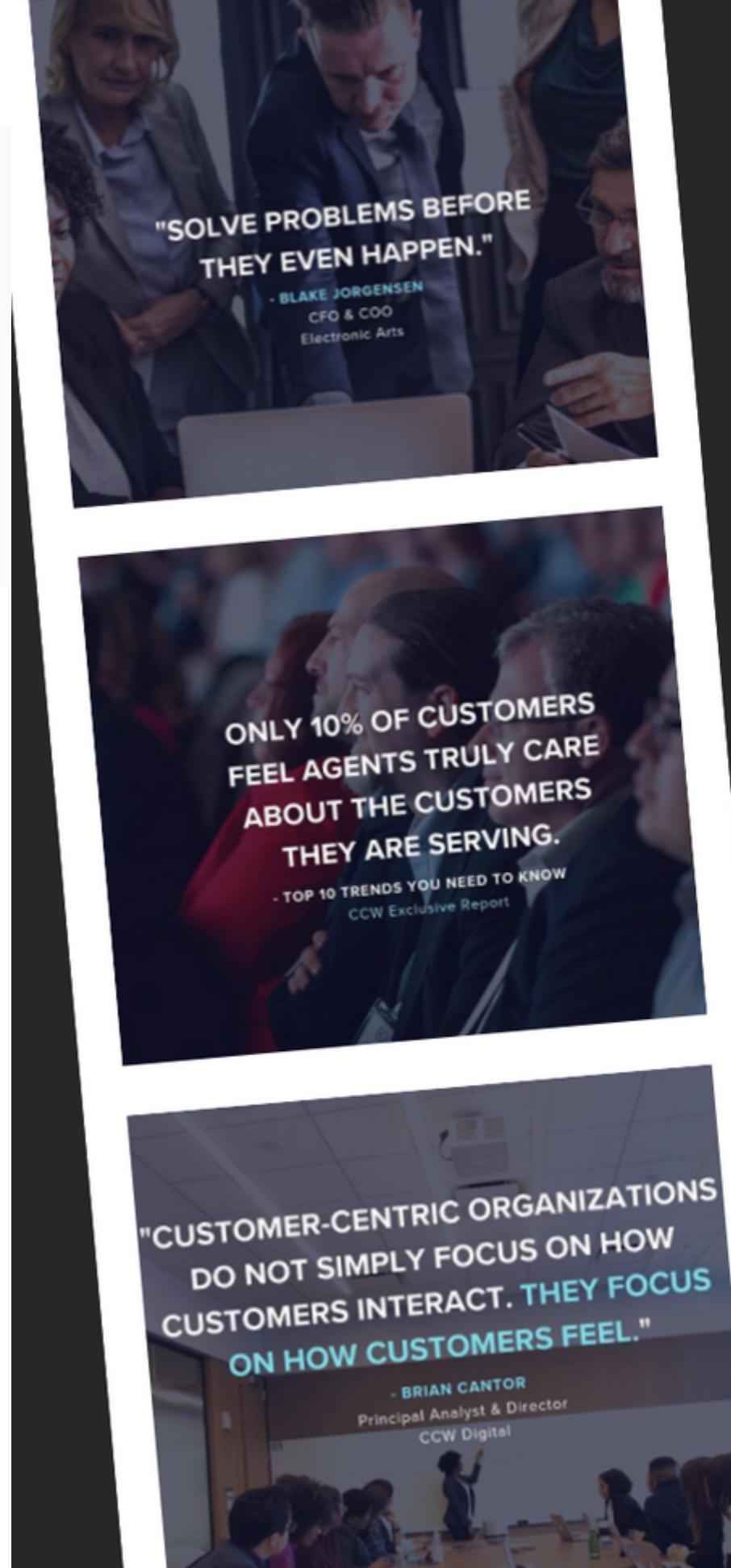
**customercontactweek • Follow**

Customer Contact Week

...

CCW is headed to Vegas June 22-26, 2019! Visit our website to find out more and reserve tickets now!

#CCW2020 #customerservice #customerjourney  
#customerconnections #customercontact #callcentre #cx  
#marketing #networking #guestspeakers #celebrityheadliners

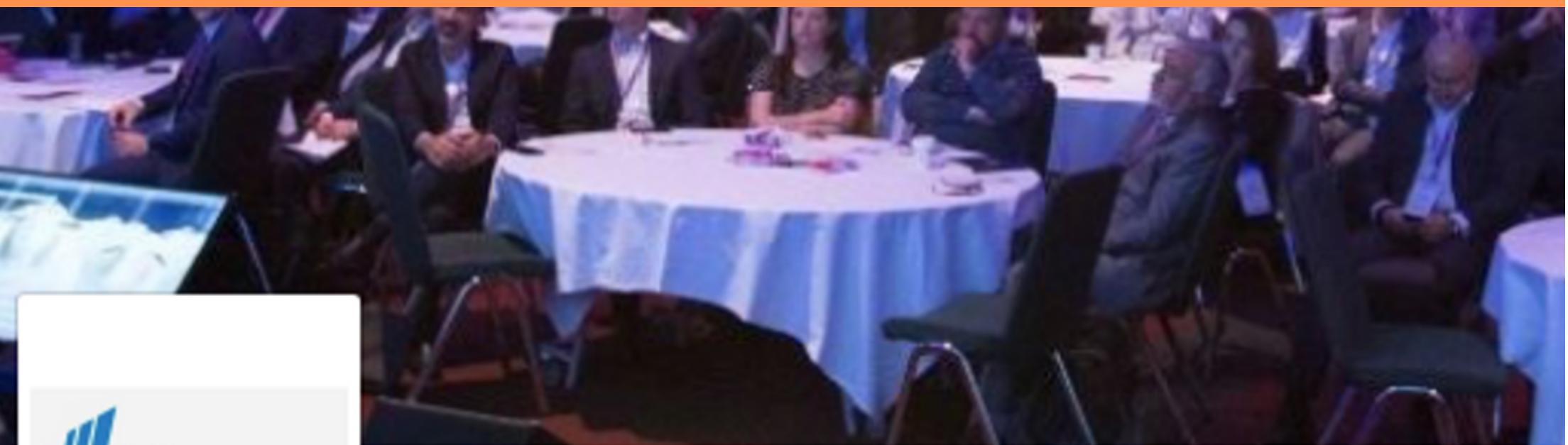


# CCW VEGAS IS BACK!

#CCWVegas2020

Tickets  
starting  
at \$599!





International Quality & Productivity Center

## IQPC

Events Services · New York, NY · 41,656 followers

Have you purchased your tickets for [CCW Vegas 2020](#)? Here are some reasons to attend this year's event next June 22-26. Passes start at \$599. Secure your ticket at this price now, but hurry, this rate expires soon.

**Book your pass today:** <http://bit.ly/2kEuITJ>

#CustomerContactWeek #CCWVegas20 #customerexperience #networking #customersuccess  
#CCW2020Vegas #IQPC



## REASONS TO ATTEND CCW VEGAS 2020



### KEYNOTE SPEAKERS

Learn what's possible from the best in the industry and define your strategic customer contact goals



### TOP-RATED SESSIONS & NETWORKING

With 6 tracks of content, there is something for every member of your greater team



### THINK TANKS AND BRAINWEAVES®

Structured around "How-To" projects designed for longer group discussions and solution-driven conversations



### A GREAT TIME

You won't want to miss this!

Register now & save big: <https://t.co/Yfuv6DMFrz>



### TESTIMONIALS

"Extremely well organised, very professional and personable. Content wise it was very good, and networking wise of high quality."

GLOBAL MARKETING DIRECTOR ASTON MARTIN

"A well run conference giving vendors and delegates pre-scheduled times for one-on-one discussions."

Solution Provider, Vice President TRX

"This was the most productive event ever in terms of networking."

Delegate, Associate General Counsellor IBM Micro Inc

# Social Media Influencers



**Ashton Kutcher**

- Actor, Investor, Entrepreneur, Producer, and Philanthropist
- Named one of Time's Most Influential People in the World
- Forbes "World's Most Powerful Celebrities"
- 3.8 million Instagram followers
- Investor on Shark Tank



**Oprah Winfrey**

- Notable public speaker
- High-profile guest
- Successful and diverse professional background
- 17 million Instagram followers
- 42.6 million Twitter followers
- Appearances on Forbes Most Influential Celebrities



**Elon Musk**

- Tech Entrepreneur, Investor, & Engineer
- Speaker on TED Talk
- Very active on Social Media platforms
- 28.4 million Twitter followers
- Forbes "America's 20 Most Powerful CEOs 40 and Under"
- 2013 Fortune Businessperson of the year

# Influencer Marketing



## REASONING BEHIND INFLUNCERS

- Audiences are more receptive to influencers with notable backgrounds and accomplishments
- Successful entrepreneur and businesspeople
- Strong following on social platforms to generate awareness and drive sales
- Fun and exciting speakers

## Customer Contact Week 2020

# CCW Vegas Is Back

Las Vegas  
Nevada

Hi \_\_\_\_\_,

Customer Contact Week (CCW) is headed to Vegas in 2020 and you're invited! CCW is the world's largest customer contact events and was built for today's most senior CX and Contact Center Leaders. The event will take place June 22-26 at Caesars Forum in Las Vegas, Nevada. CCW is an exclusive and invite-only event that will include thought-provoking conferences, executive roundtables, innovative networking opportunities, structured business development, and information exchange. The 2 1/2 day event will also feature headliners Ashton Kutcher, Oprah Winfrey, and Tesla's Elon Musk.

With over 2500+ expected attendees, 250+ expert speakers, over 12 hours of networking, and 200 sponsors and exhibitors, this is an event you won't want to miss! Reserve your passes before September 30, 2019, for the lowest rates offered!

Be part of the community that comes together each year for a week full of learning, networking, and some fun!

Interested in purchasing tickets, or want to learn more?

Head over to Facebook and join our CCWVegas2020 group or join the official event LinkedIn Group and receive weekly announcements featuring event updates, new industry content, and more.

**PASSES STARTING AT \$599!**



Sample Email