

Practices and Innovation. IAOP started the award program last year to distinguish outsourcing professional teams at customer organizations who advance the field's best practices, create innovative solutions and deliver great results for their companies.

#### INSIGHTS REVEALED

Among the other highlights of the Summit are the results of IAOP's annual survey conducted with the support of Accenture and the unveiling of the unranked list of the Global Outsourcing 100 service providers and top advisor's list.

Jagdish R. Dalal, COP, managing director thought leadership, IAOP, will share key trends and developments revealed in the survey based on experiences and insights from IAOP's

members and affiliates worldwide.

Findings that will be shared and discussed by a panel of C-level executives during the keynote session on Feb. 20 at 1:15 p.m. include how the continuing challenges in the global economy are affecting outsourcing plans and identifying the critical issues that customers and providers are facing.

Another anticipated event creating buzz at the Summit is the release of the 100 names of service providers that make up of Global Outsourcing 100 as well as the top consulting, legal and advisory firms named to IAOP's World's Best Outsourcing Advisors list.

Take a sneak peek at the names included. The ranked list, sublists and more will be unveiled in the FORTUNE Global 500 issue on July 23, with extensive coverage also in Globalization Today.

#### CSR ROUNDTABLE

The concept of doing right has been around forever but CSR is a relatively new term in outsourcing and one that continues to grow in interest.

A panel of experts will look at "CSR Risks and Rewards" and educate attendees on managing the economic, social and environmental impacts of their operations to maximize the benefits and minimize any downsides.

The panel will tackle such topics as evaluating risk, developing a CSR strategy and budget; how to handle public perceptions and coverage; selecting the best CSR standards for your organization; ensuring compliance and transparency; recognizing new and evolving ethical/moral norms; and impact sourcing.

Moderated by LaMae Allen deJongh, U.S. Human Capital & Diversity Managing Director, Accenture, the panelist include Esseine Lore Eme, Associate Director,

## ATTENDEE'S ADVICE FOR "DOING THE SUMMIT" RIGHT

- **Bring Plenty of Business Cards**

Then first-time delegate Ashley Gross, marketing manager of Rural Sourcing, Inc., learned this a year ago when the unexpected level of networking almost wiped her out of cards to distribute on the first day. "I had no idea what to expect as a 'first-timer' and new to Rural Sourcing, Inc.," she shares. "The conference itself was like nothing I had been to before. Everyone, and I do mean everyone, was interested in networking with one another. It didn't matter if you were a buyer or supplier. This was a fresh change from other conferences I had attended in the past. In fact, I had to start rationing out business cards after the first day, as I didn't bring enough! This year I will be well

equipped with a box of RSI business cards and a smile to greet each person I see. You just never know who you're going to meet."

- **Put Technology to Work for You**

Use new technologies such as QR (Quick Response) codes to disseminate your contact information and easily capture other's so business cards don't get lost and mixed up, suggests Sudeep Misra, Head of Marketing at Neo Group.

"QR codes are a wonderful resource, offering the convenience of sharing your contact information immediately with others, helping to reduce the carbon footprint with a need for fewer business cards, and, more importantly, ensuring that your contact info. is entered immediately into a smartphone," he says. "And keep the interactions going beyond the Summit."

- **Connect at Networking**

Start the Summit with a bang with the well-attended and popular "Customer-Only" and "Provider/Advisor-Only" Networking Sessions. Teresa Harris, Certified Outsourcing Professional® (COP), Contact Call Center Management, says she never misses the

The Rockefeller Foundation; Pumela Salela, Advisor to The World Bank; Jeremy Hockenstein, CEO, Digital Divide Data; and Bill Hefley, Ph.D. CDP, COP, Clinical Associate Professor, University of Pittsburgh and Director, ITSqc.

#### GET POINTS

The Summit also will provide delegates with the chance to get started or continue their professional outsourcing certifications with complimentary pre-summit workshops on Feb. 19.

Sessions are offered for professionals interested in getting certified or starting an in-house program to certify employees as well as an advanced intensive session for Certified Outsourcing Professionals® (COP) that provides 5 recertification points for attendees.

#### SUMMIT SOCIALIZING

From the champagne welcome to the fireworks display, there's plenty of

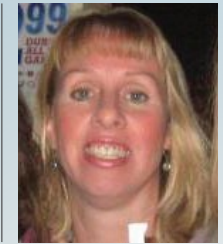
opportunity to meet new friends and enjoy the Florida scene along with networking, networking and more networking over breakfast, lunch, dinner and evening cocktails.

Among the highlights: Summit Golf Outing on Feb. 19, Welcome Reception in the Global Services Mall hosted by Accenture on Feb. 20, Dessert Party and Fireworks on Feb. 21, and Food for Thought Networking Lunch on Feb. 22.

#### GLOBAL OPEN HOUSE

Before heading for the airport home, stick around for an opportunity to network and connect with outsourcing leaders from around the globe on Feb. 22, following the networking luncheon.

During this informal open house, IAOP's Regional Advisory Boards and its Transboundary Chapter will discuss the state of outsourcing. A panel of industry leaders from China to Latin America and Africa to Europe will answer pressing questions to bring the Summit to a close. ▣



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session for customers.

"The 'Customer Only Networking' event is a unique opportunity to connect with other customers of outsourcing to discuss specific topics of interest," Harris says. "Topics are submitted ahead of time and you can choose to sit at discussion tables that fit your interests. It's a great way to network and to help share ideas and discuss real issues faced in the industry."

- **Open Your Mind and Explore**

With seven educational tracks and more than 30 hands on interactive sessions, past attendees recommend trying out some different sessions. "Be open-minded in selecting sessions to attend," says Antoinette Forth, President of RT Enterprises of NY LLC. "Branch out from your area of expertise or outsourcing industry. Skills and success stories are transferrable. You will always learn something."

- **Smile and go!**

Yvette Kimmel, Vice President at Aegis Communications, recommends packing your

schedule with networking opportunities and it will pay dividends.

"Attend as many networking events at the conference as possible, including luncheons and breakout sessions, and have business cards available," she says. "I have met friends, business contacts, future employers, future business opportunities and more by simply putting on a smile and saying 'hello.'"

- **Share your Smarts**

The Outsourcing World Summit as well as all IAOP conferences, chapter meetings and events are always filled with knowledgeable people who are experts in outsourcing. Ben Trowbridge, CEO of Alsbridge, offers this insight: "Spend time getting to know as many people as possible to include vendors and fellow enterprise clients," he says. "This is your chance to open your horizons and vision the possible as you learn about new capabilities. If you are a provider, do not tug on the sleeve too much. Sell by not selling and share your best capabilities."