



**CARILEC**  
An Association Of Electric Energy Solution Providers

**2022 FOCUS** Digital Agility | Adaptability | Growth | Resilience

## Human Resource, Corporate Communications and Customer Service Conference

Conference Theme

**Redesigning the Customer Experience:  
Nurturing the Workforce.**

**MARCH 23 - 24, 2022**



A VIRTUAL  
CONFERENCE

### Theme Synopsis

The customer experience has evolved tremendously during the COVID-19 pandemic. According to Forbes, as 2022 commences, 50% of global consumers have revealed that the pandemic caused them to rethink their purpose and re-evaluate what is important in life. Should organisations not do the same? Redesigning the customer experience involves a holistic approach which caters to nurturing relationships with internal customers such as employees and external customers such as consumers and the media. It is imperative that organisations maintain good relations with the media, to ensure that the right message is disseminated to respective audiences. Similar emphasis should be placed on monitoring consumer trends to quickly modify product and service offerings, so that maximum value is provided to consumers. Of equal importance is ascertaining that human resource management provides employees with the necessary tools needed to succeed and thrive at their jobs, especially with the uncertainty surrounding job security and the COVID-19 pandemic.

The 2022 Human Resource, Corporate Communications and Customer Service Conference under the theme: *“Redesigning the Customer Experience: Nurturing the Workforce”* will provide expert knowledge on how organisations can develop a customer model that is flexible but effective, allowing customer service representatives, human resource personnel and corporate communications employees to introduce and implement new ideas as necessary and retract or enhance them based on respective customer feedback.

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All interested persons are invited to submit abstracts of approximately 100 words with titles, for preliminary consideration, as presentations for CARILEC 2022 Human Resource, Customer Service and Corporate Communications Conference and Articles for the [CARILEC CE Industry Journal](#).

#### Presentation Topics

Topics of interest to the CARILEC Conference audience must incorporate the theme of the conference and focus on sub-topics listed below:

#### Panel Discussion:

Panel Discussion – Theme: k # - V ‡

**Key Topics** (with a focus on best practices, lessons learnt and successful models for replication in the region)

## Customer Service

- Collaborative Social Networks- Unifying customer experience and employee well being
- Content Authorship – internal and external customers (policies, protocols, social content, media messaging)

## Human Resource

- Workforce flexibility: a dive into the imperatives for success (mindset, mental health support, resources, technology, leadership, & policy)
- The Pros and cons of remote work and leadership
- Rethinking strategy for timely adaptation and agile leadership
- Managing the mental health of employees

## Corporate Communications

- Strategies for effective crisis communications during political change, natural disasters, pandemics, and outages
- Data analytics to improve media perception and customer satisfaction

## General Topics

- Intensified Digitization, what does it mean for the future of the customer, media, and human relations?
- The role of effective communications, customer service and human resource management, in the Caribbean's renewable energy transition

**Utility Case Studies:** Presentations on experiences and practices which are relevant to the Region and the Conference theme.

## Presenters Guidelines

1. All completed Abstract Submissions Forms must be submitted by **February 11th, 2022**.
2. Selected presenters will be informed by **February 18<sup>th</sup>, 2022**.
3. Subsequent to notification, a full presentation must be submitted by **March 14<sup>th</sup>, 2022**, based on the selection committee's allotted time for your presentation:
  - Option 1** - Power Point slides, for an approximate 35–60-minute presentation/ working session (inclusive of 15 minutes Q & A)
  - Option 2** - Power Point slides, for an approximate 20 - 35 minutes presentation (inclusive of 5 - 10 minutes Q & A)
  - Option 3** - Power Point slides, for an approximate 15–20-minute presentation (inclusive of 5 minutes Q & A)

\* A Written Article (Optional) to be considered for publication in the CARILEC's CE Industry Journal. For more information on the Journal email [caribbeanelectric@carilec.org](mailto:caribbeanelectric@carilec.org)

**Please send all Submissions to:** Marketing and Member Services Department, at [events@carilec.org](mailto:events@carilec.org) (Early Submissions are highly encouraged). Receipt of your submission will be acknowledged within two-days.

**General:** Presentations at CARILEC Conferences are selected by a selection committee. The number of presentations accepted for a conference depends on program size (the number of sessions), technical coverage (the topics to be

covered), focused on the subtopics and the number and quality of presentations. The selection committee identifies the best contributions for the agenda.

### **Awards**

#### **Presenters will:**

1. Have an opportunity to be published in [CARILEC CE Industry Journal](#).
2. Have their bio, photo and company name published on the CARILEC website
3. Present to Caribbean Regional Utility Managers and audience of over 60 delegates

**Criteria for Selection:** Your abstract should demonstrate clearly that your presentation:

1. Will focus on the specified theme and general topics;
2. Will be of interest particularly to the target audience of the conference;
3. Will present information that is theoretically sound and accurate;
4. Will present new knowledge or experience, the substance of which has not been previously presented at a CARILEC conference (unless otherwise advised);
5. Will not be commercial in nature and will not promote specific companies, products, or services.

#### **Full Disclosure: Third Party Compensation**

All instructors and presenters are required to disclose proprietary interest in any product, instrument, device, service, or material discussed in the experience, event, or program, as well as the source of any compensation related to the presentation.

[CLICK TO ACCESS ABSTRACT SUBMISSION AND AUTHORIZATION TO PUBLISH FORM](#)

**\*Only signed forms will be accepted.**