

## **Interactive Intelligence to host “How Millennials are Changing the Definition of Customer Care” Virtual Tradeshow**

Interactive Intelligence, a global leader of cloud services for customer engagement, communications and collaboration, is hosting a free virtual tradeshow called "[How Millennials are Changing the Definition of Customer Care.](#)"

This three-part virtual event will be held Tuesday, Aug. 30 from noon to 4 p.m. Eastern time (EDT). The event includes the following sessions:

- The New Normal: Engaging through Non-Voice Channels
- The Empowered Agent: Millennials as Your CSR
- Do All Technologies Have a “Best-By” Date?

Industry expert guest presenters include Forrester Research Vice President and Principal Analyst Art Schoeller, and Frost & Sullivan’s Principal Analyst Nancy Jamison and Vice President of Research Melanie Turek. Also presenting will be Interactive Intelligence subject matter experts.

The event is ideal for contact center managers, business operations managers, IT managers and anyone responsible for improving the customer experience.

“This virtual event offers a convenient format designed to give attendees insight into how millennials in both customer and customer service representative roles are shaping the contact center environment,” said Justin Helmig, Interactive Intelligence chief marketing officer. “Attendees will also learn how they can future-proof their IT strategy through modern, cloud-based customer engagement platforms.”

In addition to the live webinar sessions, event attendees will be able to web chat with peers and access white papers and other resources in the virtual environment.

For more information, visit [www.inin.com/ubm-virtual-tradeshow](http://www.inin.com/ubm-virtual-tradeshow).