



News Release

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FOR IMMEDIATE RELEASE

Customer Experience Professionals Association Announces Inaugural Members Meeting

*CXPA Members Insight Exchange to Be Held in Boston October 19-20 Highlighted By 1to1 Magazine
Customer Champions Awards Luncheon and Tour of Famed Fenway Park*

WAKEFIELD, Mass. – Aug. 25, 2011 – The Customer Experience Professionals Association ([CXPA](#)) today announced it will hold its inaugural members meeting – the [CXPA Members Insight Exchange](#) – in Boston October 19-20 at the Omni Parker House Hotel.

The [agenda](#) for this two-day event includes a number of educational sessions, plus networking opportunities to share best practices and discuss the latest customer experience innovations with industry leaders and peers in the dynamic and growing customer experience field.

Additionally, the first day of the CXPA Members Insight Exchange will include the 2011 [1to1 Magazine Customer Champions](#) awards luncheon, while the second day of the meeting is highlighted by a working session in the EMC Club atop historic Fenway Park – home of the Boston Red Sox – followed by a special VIP tour of this Boston landmark.

The CXPA is led by respected experts in the customer experience field – Bruce Temkin, co-founder and chair, and Jeanne Bliss, co-founder and vice chair – and has now attracted more than 700 total community members, including Corporate and Individual Members, since its formation in the spring.

According to Bliss, “Bruce and I are greatly encouraged by the reaction we have seen to date from the customer experience community to the creation of the CXPA. The association’s upcoming first members meeting in Boston is another noteworthy milestone in its brief history. We look forward to joining together with other customer experience professionals who are equally passionate about the industry.”

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The conference registration fee for the CXPA Members Insight Exchange is \$495 for CXPA members and \$795 for non-members. The fee for non-members includes a complimentary [one-year membership](#) to the CXPA. To register for the CXPA Members Insight Exchange, [click here](#).

There are also several sponsorship opportunities available for this event, including: Breakfast, the Awards Luncheon, Networking Reception, and Fenway Park Day. For more information, contact info@cxpa.org.

The CXPA offers membership in two categories: Individual and Corporate. Individual Membership is for customer experience professionals in the field. Corporate Membership is open to companies, government agencies, non-profits, educational institutions, tool providers, and others offering goods and services related to the field of customer experience. Corporate Memberships provide an unlimited number of Individual Memberships to employees. Additional information about CXPA's membership structure, benefits, and dues can be found at cxpa.org/join.

About CXPA

The Customer Experience Professionals Association is a global, non-profit organization dedicated to the advancement of customer experience management best practices. It provides customer experience management professionals with educational and networking opportunities to help them succeed, and facilitates the industry-wide advancement of the discipline of customer experience management. The CXPA's members include individuals who develop, manage, optimize, and envision how organizations interact with their customers. This community includes customer experience practitioners within companies, vendors who support customer experience efforts, and other stakeholders in the industry. The CXPA has more than 60 Founding Corporate Members and more than 700 customer experience professionals in its community. CXPA Gold Sponsors include Adobe, Confrimit, Medallia, RightNow Technologies, SapientNitro, Tealeaf Technology, and Vivisimo. Clarabridge, Inc., Corsential, and ResponseTek are CXPA Silver Sponsors. For more information, visit cxpa.org.

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