Best Practices



thought leadership & lead generation

CRM FOR CIOs:

What Every CIO Needs to Know

Customer relationship management (CRM) and all of its related technologies, including marketing automation, customer analytics, and other customer-facing systems, have presented a challenge to the traditional role of the CIO.

The promise of cloud technologies to remove CIOs from the equation isn't exactly true. As other line-of-business managers take control of technologies that were once the purview of technically trained people, the role of the CIO has certainly changed but has also certainly not diminished.

In this installment of *CRM* magazine's Best Practices series, we focus on the need to pull the CIO into the mix to make sure that goals are aligned between the end users and the technical side of the business.

Roundtable on this topic — November 2, 2016, at 2:00 p.m.

In *CRM* magazine's October 2016 Issue

Reservations Due: **August 18, 2016** | Content Due: **August 22, 2016**

- Also in October: CONNECTING WITH CUSTOMERS THROUGH SOCIAL MEDIA

2016 ROUNDTABLES:

September

INTELLIGENT CONTACT CENTERS FOR BETTER CUSTOMER EXPERIENCES SORRY THIS EVENT IS SOLD OUT
Roundtable Date: 9/14
Sponsor Commitment: 8/1

SALESFORCE.COM APPEXCHANGE FOR SALES & MARKETING SORRY THIS EVENT IS SOLD OUT
Roundtable Date: 9/28
Sponsor Commitment: 8/15

October

LEVERAGING ANALYTICS TO OPTIMIZE CUSTOMER EXPERIENCES SORRY THIS EVENT IS SOLD OUT
Roundtable Date: 10/5
Sponsor Commitment: 8/20

KEY CONTACT CENTER INNOVATIONS OF 2016
Roundtable Date: 10/26
Sponsor Commitment: 9/10

November

CRM FOR CIOS
Roundtable Date: 11/2
Sponsor Commitment: 9/15

FROM MULTICHANNEL TO OMNICHANNEL
Roundtable Date: 11/16
Sponsor Commitment: 10/1

December

CRM FOR SMALL & MIDSIZED BUSINESSES
Roundtable Date: 12/7
Sponsor Commitment: 10/125

CONNECTING WITH CUSTOMERS THROUGH SOCIAL MEDIA
Roundtable Date: 12/14
Sponsor Commitment: 11/15

MARKETING AUTOMATION
Roundtable Date: TBD

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2016 ROUNDTABLE SCHEDULE

Participation in Webinar Roundtable – *$8,500*

2016 SCHEDULE & RATES	2016 ROUNDTABLE SCHEDULE
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May 2016 **SALESFORCE.COM APPEXCHANGE DEEP DIVES** **THE FUTURE OF IVR IN CUSTOMER SUPPORT: YOU'VE COME A LONG WAY BABY!** *Reservations Due: 3/6 • Content Due: 3/12*	May 2016 **THE INDISPENSABLE GUIDE TO OMNICHANNEL SUPPORT** *Roundtable Date: 5/4 • Sponsor Commitment: 3/8* **TOP TOOLS FOR HANDS-ON CMOS** *Roundtable Date: 5/18 • Sponsor Commitment: 3/15*
June 2016 **ESSENTIAL ELEMENTS FOR DELIVERING SMART CUSTOMER SERVICE** **SALES & MARKETING POWER TOOLS FOR SUPERSTAR SALES ORGANIZATIONS** *Reservations Due: 4/4 • Content Due: 4/11*	June 2016 **ESSENTIAL ELEMENTS FOR DELIVERING SMART CUSTOMER SERVICE** *Roundtable Date: 6/1 • Sponsor Commitment: 4/15* **MOBILE-FIRST CUSTOMER SERVICE: THE MOST IMPORTANT SERVICE CHANNEL** *Roundtable Date: 6/15 • Sponsor Commitment: 4/28* **SALESFORCE.COM APPEXCHANGE FOR CUSTOMER SERVICE** *Roundtable Date: 6/29 • Sponsor Commitment: 5/15*
July 2016 **VOICE OF THE CUSTOMER: LISTENING TO YOUR CUSTOMERS KEEPS YOU ON COURSE** *Reservations Due: 5/3 • Content Due: 5/17*	July 2016 **CUSTOMER SERVICE IS THE NEW MARKETING** *Roundtable Date: 7/13 • Sponsor Commitment: 6/1* **CUSTOMER ENGAGEMENT STRATEGIES THAT KEEP CUSTOMERS CONNECTED** *Roundtable Date: 7/27 • Sponsor Commitment: 6/7*
August 2016 **THE INDISPENSABLE GUIDE TO OMNICHANNEL SUPPORT** **CHARTING SUCCESSFUL CUSTOMER JOURNEYS** *Reservations Due: 6/4 • Content Due: 6/11*	August 2016 **THE FUNDAMENTALS OF EFFECTIVE CUSTOMER EXPERIENCE MANAGEMENT** *Roundtable Date: 8/3* **BEYOND WORKFORCE OPTIMIZATION** *Roundtable Date: 8/17* **TRANSFORMING CUSTOMER SUPPORT WITH KNOWLEDGE MANAGEMENT** *Roundtable Date: 8/24*
September 2016 **KEY CONTACT CENTER INNOVATIONS OF 2016** **TRANSFORMING CUSTOMER SUPPORT WITH KNOWLEDGE MANAGEMENT** *Reservations Due: 7/3 • Content Due: 7/11*	September 2016 **INTELLIGENT CONTACT CENTERS FOR BETTER CUSTOMER EXPERIENCES** *Roundtable Date: 9/14* **SALESFORCE.COM APPEXCHANGE FOR SALES & MARKETING** *Roundtable Date: 9/28*
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