

Best Practices

thought leadership & lead generation



THE FUNDAMENTALS OF EFFECTIVE CUSTOMER EXPERIENCE

Just as pro athletes and musicians have to keep focused on proper fundamentals to perform at a high level, so too must organizations keep focused on the fundamentals when pursuing an effective customer experience management initiative.

In this highly popular installment of our Best Practices series, we focus on the fundamental aspects of delivering great customer experiences across the enterprise.

Roundtable Date: August 3, 2016, at 2:00 p.m.

In *CRM* magazine's **November 2016 Issue**

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

■ Also in November: TOP TOOLS FOR HANDS-ON CMOs

2016/2017 ROUNDTABLES:

October

LEVERAGING ANALYTICS TO OPTIMIZE CUSTOMER EXPERIENCES

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: 10/25

CONNECTING WITH CUSTOMERS THROUGH SOCIAL MEDIA

Roundtable Date: 12/14
Sponsor Commitment: 11/15

MARKETING AUTOMATION
Roundtable Date: TBD

January 2017

THE STATE OF IVRs IN 2017

Roundtable Date: 1/25/2017



CRM MAGAZINE'S BEST PRACTICES WHITE PAPER SERIES

THOUGHT LEADERSHIP & LEAD GENERATION
IN ONE COMPLETE, MULTICHANNEL
MARKETING PROGRAM



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Your sponsored essays, white papers, and case studies will be printed in a special section of CRM magazine, preceded by an introduction by our publisher, Bob Fernekees, with extensive distribution via our magazine and website, www.destinationCRM.com.

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Your editorial topics can range from:

- Third-party white papers or white paper abstracts
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- Your company's unique value proposition or market position
- A behind-the-scenes look at your technology solution and why it's important

ADVERTISING CONTACTS

Mountain & Pacific

Dennis Sullivan
Advertising Director
203-445-9178
dennis@destinationCRM.com

Eastern & Central

Adrienne Snyder
Advertising Director
201-327-2773
adrienne@destinationCRM.com



2016 SCHEDULE & RATES

Standard — 1 page (750 words) \$7,500 net
Silver — 2 pages (1,500 words) \$10,500 net
Gold — 3 pages (2,250 words) \$14,000 net
Platinum — 4 pages (3,000 words) \$16,500 net

2016 ROUNDTABLE SCHEDULE

Participation in
Webinar Roundtable — \$8,500

April 2016

**CUSTOMER ENGAGEMENT STRATEGIES
THAT KEEP CUSTOMERS CONNECTED**
CUSTOMER SERVICE IS THE NEW MARKETING
Reservations Due: 1/31 • Content Due: 2/7

April 2016

TOP STRATEGIES FOR SELF-SERVICE SUCCESS
Roundtable Date: 4/13 • Sponsor Commitment: 3/1
BIG DATA BOOM IN CRM
Roundtable Date: 4/27 • Sponsor Commitment: 3/8

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

October 2016

**CONNECTING WITH CUSTOMERS
THROUGH SOCIAL MEDIA**
CRM FOR CIOs: WHAT EVERY CIO NEEDS TO KNOW
Reservations Due: 8/5 • Content Due: 8/11

October 2016

**LEVERAGING ANALYTICS TO OPTIMIZE
CUSTOMER EXPERIENCES**
Roundtable Date: 10/5
KEY CONTACT CENTER INNOVATIONS OF 2016
Roundtable Date: 10/26

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FROM MULTICHANNEL TO OMNICHANNEL
Roundtable Date: 11/16

December 2016

**FROM CONTACT CENTER TO CUSTOMER
ENGAGEMENT CENTER**
BIG DATA BOOM IN CRM
Reservations Due: 10/6 • Content Due: 10/13

December 2016

CRM FOR SMALL & MIDSIZED BUSINESSES
Roundtable Date: 12/7
**CONNECTING WITH CUSTOMERS
THROUGH SOCIAL MEDIA**
Roundtable Date: 12/14