

# 2018 EDITORIAL CALENDAR

KEY: Awards Issue

ISSUE	CLOSE DATES	MARKETING/ BUSINESS INTELLIGENCE FEATURES	SALES/ ENTERPRISE STRATEGIES FEATURES	CUSTOMER SERVICE FEATURES	CONFERENCES, SPONSORSHIP OPPORTUNITIES, AND LEAD GENERATION PROGRAMS
<b>JANUARY/ FEBRUARY</b>	Space Close: 11/8/17 Ads/Copy: 11/15/17 Mail Date: 12/14/17	Identifying Influencers for Social Media Marketing	Customer Journey Mapping Across the Sales Cycle	Contact Center/ Customer Service Trends and Technologies to Watch in 2018	<p><b>BEST PRACTICES PROGRAMS</b></p> <ul style="list-style-type: none"> <li>2018 Megatrends: CRM Predictions From Top Industry Experts</li> <li>Optimize Your Workforce: Intelligent WFO Strategies for More Productive Agents</li> </ul> <p><b>ROUNDTABLE WEBCASTS</b></p> <ul style="list-style-type: none"> <li>The CIO's Role in CRM: Indispensable Partners in Business Decisions <i>(Roundtable Date: January 17, 2018)</i></li> <li>Customer Communications Management: The Cornerstone of Customer Interactions <i>(Roundtable Date: January 31, 2018)</i></li> <li>Call Centers to Customer Engagement Centers <i>(Roundtable Date: February 28, 2018)</i></li> </ul>
<b>MARCH</b>	Space Close: 1/12/18 Ads/Copy: 1/19/18 Mail Date: 2/15/18	Using Expiring Content in Marketing	Tips for Creating a Partner Relationship Management (PRM) Strategy	Customer Service Q&A	<p><b>BEST PRACTICES PROGRAMS</b> (Marketed in February Online/March Print Issue)</p> <ul style="list-style-type: none"> <li>Voice of the Customer Programs: From Listening to Action</li> <li>The State of IVRs in 2018: Speech-Enabled IVRs Are Thriving</li> </ul> <p><b>BEST PRACTICES PROGRAMS</b> (Marketed in March Online/March Print Issue)</p> <ul style="list-style-type: none"> <li>Intelligent Contact Centers in 2018: An Industry Update</li> <li>Actionable Insights With Predictive Analytics for Marketers</li> </ul> <p><b>ROUNDTABLE WEBCASTS</b></p> <ul style="list-style-type: none"> <li>The State of IVRs in 2018: Speech-Enabled IVRs Are Thriving <i>(Roundtable Date: March 14, 2018)</i></li> <li>Smooth Customer Journeys Deliver Smooth Customer Experiences <i>(Roundtable Date: March 21, 2018)</i></li> </ul>
<b>APRIL</b>	Space Close: 2/9/18 Ads/Copy: 2/16/18 Mail Date: 3/15/18	<b>CRM Service Awards Issue</b>	<b>CRM Service Awards Issue</b>	<b>CRM Service Awards Issue</b>	<p><b>BEST PRACTICES PROGRAMS</b></p> <ul style="list-style-type: none"> <li>Knowledge Management: Crucial for Customer Service Success</li> <li>The CIO's Role in CRM: Indispensable Partners in Business Decisions</li> </ul> <p><b>ROUNDTABLE WEBCASTS</b></p> <ul style="list-style-type: none"> <li>Intelligent Contact Centers in 2018: An Industry Update <i>(Roundtable Date: April 4, 2018)</i></li> <li>Getting Big Data in Shape: Quality, Cleansing, and Data Management <i>(Roundtable Date: April 25, 2018)</i></li> </ul>

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*"I read CRM magazine for the trends and strategies coverage."*

MANAGING DIRECTOR  
ECOMMERCE AND DIGITAL MARKETING  
**BLAIN SUPPLY**

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<b>MAY</b>	Space Close: 3/13/18 Ads/Copy: 3/20/18 Mail Date: 4/17/18	Machine Learning and Cognitive Computing as Marketing Tools	Dismantling Data and Department Siloes	Taking Call Recording to Other Contact Center Interactions	<p><b>BEST PRACTICES PROGRAMS</b></p> <ul style="list-style-type: none"> <li>Smooth Customer Journeys Deliver Smooth Customer Experiences</li> <li>What's Hot in Sales Enablement</li> </ul> <p><b>ROUNDTABLE WEBCASTS</b></p> <ul style="list-style-type: none"> <li>Mobile Customer Service: The First Line of Service <i>(Roundtable Date: May 2, 2018)</i></li> <li>Actionable Insights With Predictive Analytics for Marketers <i>(Roundtable Date: May 9, 2018)</i></li> <li>The Fundamentals of B2B Marketing <i>(Roundtable Date: May 23, 2018)</i></li> </ul>
<b>JUNE</b>	Space Close: 4/11/18 Ads/Copy: 4/18/18 Mail Date: 5/15/18	Interactive Marketing	Building Sales Security With Blockchain Solutions	Hiring Temps to Fill in During Spikes in Contact Center Demand	<p><b>BEST PRACTICES PROGRAMS</b></p> <ul style="list-style-type: none"> <li>Smart Customer Service That Wows Customers</li> <li>Getting Big Data in Shape: Quality, Cleansing, and Data Management</li> </ul> <p><b>ROUNDTABLE WEBCASTS</b></p> <ul style="list-style-type: none"> <li>Knowledge Management: Crucial for Customer Service Success <i>(Roundtable Date: June 6, 2018)</i></li> <li>Optimize Your Workforce: Intelligent WFO Strategies for More Productive Agents <i>(Roundtable Date: June 20, 2018)</i></li> </ul>
<b>JULY/ AUGUST</b>	Space Close: 5/10/18 Ads/Copy: 5/17/18 Mail Date: 6/14/18	<b>The Globalization Issue</b>  Maintaining Compliance With Local Laws	<b>The Globalization Issue</b>  Selling to Customers in International Markets	<b>The Globalization Issue</b>  Providing the Same Levels of Service in the U.S. and Abroad	<p><b>BEST PRACTICES PROGRAMS</b></p> <ul style="list-style-type: none"> <li>Transforming Customer Service With Artificial Intelligence</li> <li>Customer Communications Management: The Cornerstone of Customer Interactions</li> </ul> <p><b>ROUNDTABLE WEBCASTS</b></p> <ul style="list-style-type: none"> <li>Smart Customer Service That Wows Customers <i>(Roundtable Date: July 11, 2018)</i></li> <li>Choosing the Right Marketing Technology Stack <i>(Roundtable Date: July 25, 2018)</i></li> <li>Business Intelligence and Analytics: A CRM Perspective <i>(Roundtable Date: August 1, 2018)</i></li> <li>Highly Effective Customer Experience Strategies <i>(Roundtable Date: August 15, 2018)</i></li> <li>AI-Powered Sales Teams <i>(Roundtable Date: August 29, 2018)</i></li> </ul>

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*Research on best software solutions and current articles on what and how other organizations tackle objectives are most important to me."*

MARKET RESEARCH ANALYST  
**EVERSOURCE**

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<b>SEPTEMBER</b>	Space Close: 7/12/18  Ads/Copy: 7/19/18  Mail Date: 8/15/18	<b>CRM Market Leader Awards Issue</b>	<b>CRM Market Leader Awards Issue</b>	<b>CRM Market Leader Awards Issue</b>	<p><b>BEST PRACTICES PROGRAMS</b> (Marketed in August Online/ September Print Issue)</p> <ul style="list-style-type: none"> <li>• Mobile Customer Service: The First Line of Service</li> <li>• Advanced Analytics for Better Customer Experiences</li> </ul> <p><b>BEST PRACTICES PROGRAMS</b> (Marketed in September Online/ September Print Issue)</p> <ul style="list-style-type: none"> <li>• 2018 Contact Center Innovations</li> <li>• Business Intelligence and Analytics: A CRM Perspective</li> </ul> <p><b>ROUNDTABLE WEBCASTS</b></p> <ul style="list-style-type: none"> <li>• What's Hot in Sales Enablement (<i>Roundtable Date: September 12, 2018</i>)</li> <li>• Transforming Customer Service With Artificial Intelligence (<i>Roundtable Date: September 26, 2018</i>)</li> </ul>
<b>OCTOBER</b>	Space Close: 8/10/18  Ads/ Copy: 8/17/18  Mail Date: 9/14/18	Capitalizing on Customer Intent Data	Market Spotlight on CRM at College Campuses	What Effect Will Raising the Minimum Wage Have on Contact Center Operations?	<p><b>BEST PRACTICES PROGRAMS</b></p> <ul style="list-style-type: none"> <li>• Proactive Customer Service: Anticipating Customer Needs</li> <li>• CRM and Ecommerce: A Winning Combination</li> </ul> <p><b>ROUNDTABLE WEBCASTS</b></p> <ul style="list-style-type: none"> <li>• 2018 Contact Center Innovations (<i>Roundtable Date: October 10, 2018</i>)</li> <li>• Advanced Analytics for Better Customer Experiences (<i>Roundtable Date: October 24, 2018</i>)</li> </ul>
<b>NOVEMBER</b>	Space Close: 9/11/18  Ads/Copy: 9/18/18  Mail Date: 10/15/18	Adding Video to the Marketing Mix	Customer Segmentation as a Sales Strategy	Cloud Contact Center Deployment Trends	<p><b>BEST PRACTICES PROGRAMS</b></p> <ul style="list-style-type: none"> <li>• Choosing the Right Marketing Technology Stack</li> <li>• Highly Effective Customer Experience Strategies</li> </ul> <p><b>ROUNDTABLE WEBCASTS</b></p> <ul style="list-style-type: none"> <li>• Voice of the Customer Programs: From Listening to Action (<i>Roundtable Date: November 7, 2018</i>)</li> <li>• CRM and Ecommerce: A Winning Combination (<i>Roundtable Date: November 14, 2018</i>)</li> </ul>
<b>DECEMBER</b>	Space Close: 10/12/18  Ads/Copy: 10/19/18  Mail Date: 11/15/18	Strategies for Mastering Master Data Management	Case Studies in Digital Sales Transformation	Messaging Apps for Contacting Customer Support Agents	<p><b>BEST PRACTICES PROGRAMS</b></p> <ul style="list-style-type: none"> <li>• Call Centers to Customer Engagement Centers—Make the Transition Now</li> <li>• AI-Powered Sales Teams</li> </ul> <p><b>ROUNDTABLE WEBCASTS</b></p> <ul style="list-style-type: none"> <li>• Proactive Customer Service: Anticipating Customer Needs (<i>Roundtable Date: December 5, 2018</i>)</li> <li>• Top 2018 Innovations in CRM (<i>Roundtable Date: December 12, 2018</i>)</li> </ul>

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## 2018 CRM SERVICE AWARDS\*

**\*Awards Issue** (SEE ONLINE INPUT FORM ON DESTINATIONCRM.COM)  
April 2018

- **Customer Service Leader Awards**
- **Elite Practitioner Awards**
- **Customer Service Rising Stars**

CRM magazine presents its annual customer service awards.

### Customer Service Leader Awards

CRM editors pick the top vendors in several categories based on a combination of weighted criteria, company direction, depth of functionality/services, and reputation for customer satisfaction.

### Elite Practitioner Awards

The Elite Practitioner Awards recognize excellence in getting both hard and soft ROI results from customer service-related CRM initiatives.

### Customer Service Rising Stars

This award recognizes emerging or turnaround companies that have made a significant impression on the industry in the past year.

## 2018 CRM MARKET AWARDS\*

**\*Awards Issue** (SEE ONLINE INPUT FORM ON DESTINATIONCRM.COM)  
September 2018

- **CRM Market Leader Awards**
- **Elite Practitioner Awards**
- **CRM Influential Leader Awards**

CRM magazine's 2018 CRM Market Awards recognize superior performance in three areas: ROI excellence in customer companies, individual achievement, and vendor leadership.

### CRM Market Leader Awards

The top five vendors are recognized in nine categories based on a combination of weighted criteria, including revenues and revenue growth, market share, reputation for customer satisfaction, company direction, and depth of functionality. The categories include enterprise suite CRM, midmarket suite CRM, small business suite CRM, CRM consultancies, marketing automation, SFA, data quality, business intelligence, and sales performance management.

### Elite Practitioner Awards

The Elite Practitioner Awards recognize excellence in getting both hard and soft ROI results from CRM initiatives.

### CRM Influential Leader Awards

Recognizing individuals who, by their words and actions, have made a significant impact either within their company or on the industry in the past year. CRM magazine may also induct one chosen executive into the CRM Hall of Fame.

## WHAT'S IN EVERY ISSUE

### FRONT OFFICE:

Letter from CRM magazine editor Leonard Klie.

### INSIGHT:

News analysis of the most topical CRM stories.

### FEATURES:

In-depth articles covering the latest trends and technologies in customer service, marketing, and sales.

### REAL ROI:

Sales, marketing, and customer service success stories that showcase hard and soft business benefits and how they were achieved.

### COLUMNS:

Connect, Customer Experience, The Next Step, Pint of View, Reality Check, Scouting Report, Small Business Buzz, Tipping Point, and Voice of the Customer.

Regular destinationCRM.com editorial opportunities

## EDITORIAL BEATS AND RESPONSIBILITIES

### Editor

**Len Klie**  
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#### Focus:

- Editorial Direction
- Assigning and Editing Content

### Managing Editor

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#### Focus:

- Editorial Production
- Copy Editing

### Associate Editor

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#### Focus:

- Customer Service
- Required Reading

### Assistant Editor

**Sam Del Rowe**  
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#### Focus:

- Marketing
- Business Intelligence

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