

2015 BEST PRACTICES & ROUNDTABLE SCHEDULE

Issue Month/Close Dates	Lead Generation Best Practices Guides and Special Sections	Roundtable Webcasts
January 2015 Reservations Due: 11/4/2014 Content Due: 11/11/2014	<ul style="list-style-type: none"> • WEB SELF-SERVICE SOLUTIONS EVERYWHERE • MEGA TRENDS IN CRM: Top Executives Predict 2015 Trends 	WEB SELF-SERVICE SOLUTIONS EVERYWHERE • Roundtable Date: 1/28/2015 • Sponsor Commitment: 12/14/2014
February 2015 Reservations Due: 12/8/2014 Content Due: 12/15/2014	<ul style="list-style-type: none"> • HOW TO PROMOTE CUSTOMER ENGAGEMENT AND GET IT RIGHT • BIG DATA AND THE ANALYTIC TOOLS TO UNDERSTAND WHAT IT ALL MEANS 	HOW TO PROMOTE CUSTOMER ENGAGEMENT AND GET IT RIGHT • Roundtable Date: 2/25/2015 • Sponsor Commitment: 1/10/2015
March 2015 Reservations Due: 1/5/2015 Content Due: 1/12/2015	<ul style="list-style-type: none"> • CREATING INTELLIGENT CONTACT CENTERS FROM YOUR CUSTOMERS' POINT OF VIEW • SALES ENABLEMENT TOOLS THAT HELP REPS MEET THEIR GOALS 	CREATING INTELLIGENT CONTACT CENTERS FROM YOUR CUSTOMERS' POINT OF VIEW • Roundtable Date: 3/25/2015 • Sponsor Commitment: 2/18/2015
April 2015 Reservations Due: 1/30/2015 Content Due: 2/6/2015	<ul style="list-style-type: none"> • LEVERAGING SOCIAL CUSTOMER SERVICE: SERVICE CUSTOMERS WHERE THEY LIVE • DIGITAL MARKETING SOLUTIONS ON ANY BUDGET 	LEVERAGING SOCIAL CUSTOMER SERVICE: SERVICE CUSTOMERS WHERE THEY LIVE • Roundtable Date: 4/29/2015 • Sponsor Commitment: 3/15/2015
May 2015 Reservations Due: 3/5/2015 Content Due: 3/12/2015	<ul style="list-style-type: none"> • SO HOW DO I HEAR THE VOICE OF THE CUSTOMER? • HOW TO ACHIEVE DIGITAL TRANSFORMATION 	SO HOW DO I HEAR THE VOICE OF THE CUSTOMER? • Roundtable Date: 5/20/2015 • Sponsor Commitment: 4/15/2015
June 2015 Reservations Due: 4/3/2015 Content Due: 4/12/2015	<ul style="list-style-type: none"> • SMART CUSTOMER SERVICE IN A MULTICHANNEL WORLD • CRM & GOOGLE: BUSINESS APPS IN THE COMFORT ZONE 	SMART CUSTOMER SERVICE IN A MULTICHANNEL WORLD • Roundtable Date: 6/24/2015 • Sponsor Commitment: 5/6/2015
July 2015 Reservations Due: 5/4/2015 Content Due: 5/11/2015	<ul style="list-style-type: none"> • CRM MAGAZINE'S 17th ANNUAL BUYER'S GUIDE • CRM & THE INTERNET OF THINGS • CONTACT CENTER WORKFORCE OPTIMIZATION 	CONTACT CENTER WORKFORCE OPTIMIZATION • Roundtable Date: 7/29/2015 • Sponsor Commitment: 6/15/2015
August 2015 Reservations Due: 6/4/2015 Content Due: 6/11/2015	<ul style="list-style-type: none"> • THE OMNICHANNEL IMPERATIVE • LEVERAGING SALESFORCE.COM WITH POWERFUL APPEXCHANGE TOOLS 	THE OMNICHANNEL IMPERATIVE • Roundtable Date: 8/12/2015 • Sponsor Commitment: 6/20/2015

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Schedule is subject to change.

2015 BEST PRACTICES & ROUNDTABLE SCHEDULE *(cont.)*

Issue Month/Close Dates	Lead Generation Best Practices Guides and Special Sections	Roundtable Webcasts
September 2015 Reservations Due: 7/6/2015 Content Due: 7/13/2015	<ul style="list-style-type: none"> • 2015 CONTACT CENTER INNOVATIONS • THE INTEGRATION OF KNOWLEDGE MANAGEMENT AND CRM FOR INTELLIGENT SUPPORT 	LEVERAGING SALESFORCE.COM WITH POWERFUL APEXCHANGE TOOLS <ul style="list-style-type: none"> • Roundtable Date: 9/16/2015 • Sponsor Commitment: 8/7/2015 2015 CONTACT CENTER INNOVATIONS <ul style="list-style-type: none"> • Roundtable Date: 9/30/2015 • Sponsor Commitment: 8/7/2015
October 2015 Reservations Due: 8/5/2015 Content Due: 8/12/2015	<ul style="list-style-type: none"> • CUSTOMER EXPERIENCE MANAGEMENT: DESIGNING THE CUSTOMER JOURNEY • PREDICTIVE ANALYTICS AND THE PATH TO PERSCRIPTIVE ANALYTICS 	THE INTEGRATION OF KM AND CRM FOR INTELLIGENT SUPPORT <ul style="list-style-type: none"> • Roundtable Date: 10/14/2015 • Sponsor Commitment: 9/15/2015 CUSTOMER EXPERIENCE MANAGEMENT: DESIGNING THE CUSTOMER JOURNEY <ul style="list-style-type: none"> • Roundtable Date: 10/28/2015 • Sponsor Commitment: 9/15/2015
November 2015 Reservations Due: 9/3/2015 Content Due: 9/11/2015	<ul style="list-style-type: none"> • INTEGRATING SOCIAL MEDIA INTO CONTACT CENTERS • VIRTUAL AGENTS CUT THROUGH THE CLUTTER 	PREDICTIVE ANALYTICS <ul style="list-style-type: none"> • Roundtable Date: 11/11/2015 • Sponsor Commitment: 9/14/2015
December 2015 Reservations Due: 10/5/2015 Content Due: 10/13/2015	<ul style="list-style-type: none"> • AWARD-WINNING CRM COMPANIES IN REVIEW • TOP PRODUCTS OF 2015 	INTEGRATING SOCIAL MEDIA INTO CONTACT CENTERS <ul style="list-style-type: none"> • Roundtable Date: 12/9/2015 • Sponsor Commitment: 10/12/2015

Schedule is subject to change.

2015 BEST PRACTICES TOPICS

➤ JANUARY 2015

Reservations Due: 11/4/2014
Content Due: 11/11/2014

WEB SELF-SERVICE SOLUTIONS EVERYWHERE

According to several recent studies, around 60% of customers prefer self-service to interacting with a live agent. So it seems we've reached a point where the best way to serve customers is to make it as easy as possible for them to help themselves. In the January installment of our monthly Best Practices Series, we take a look at customer self-service in its many forms, web, voice, mobile, kiosk or any of the many other solutions customers can use to serve themselves.

Roundtable Date: 1/28/2015 • Sponsor Commitment: 12/14/2012

MEGA TRENDS IN CRM: Top Executives Predict 2015 Trends

What is your company's prediction for a 2015 breakout trend? Is your company driving an innovation that will change the way organizations relate to their customers? The last decade saw the introduction of many breakout technologies and trends that have had a transformational effect on CRM. Think hosted solutions, marketing automation, self-service, mobile technologies, social media, or Big Data.

In this special section in *CRM* magazine's January issue, we invite top CRM executives to give their predictions as to what trends will emerge in their area of expertise and how they are planning to incorporate the trend into their business plans.

This is an exceptional opportunity for you to go on the record and tell our readers what to look for in the new year in this special thought leadership section.

➤ FEBRUARY 2015

Reservations Due: 12/8/2014
Content Due: 12/15/2014

HOW TO PROMOTE CUSTOMER ENGAGEMENT AND GET IT RIGHT

The term "customer engagement" (CE) was a hot topic among many of the industry pundits and presenters at our 2014 CRM Evolution conference. But what exactly is customer engagement? And, how do companies build engagement among their customer base? How should results be measured, and what is the value of improved CE results? These are some of the questions our readers would like answered in the new Best Practices topic.

Roundtable Date: 2/25/2015 • Sponsor Commitment: 1/10/2015

BIG DATA AND THE ANALYTIC TOOLS TO UNDERSTAND WHAT IT ALL MEANS

This Best Practices topic is a perennial favorite among our readers and for good reason. The avalanche of information produced or available online and the possibility of putting that data to actionable use has been one of the most important mega trends of the last several years.

In The February issue of *CRM* magazine, we reprise our Best Practices Guide on this topic with examples, case studies and other informational offerings to help our readers understand the current state of Big Data, customer analytics, and business intelligence and how they can benefit from better understanding their own data streams.

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2015 BEST PRACTICES TOPICS *(cont.)*

➤ MARCH 2015

Reservations Due: 1/5/2015

Content Due: 1/12/2015

CREATING INTELLIGENT CONTACT CENTERS FROM YOUR CUSTOMERS' POINT OF VIEW

The Golden Rule of treating others as you would like to be treated yourself is never more true than in the contact center. Creating an intelligent contact center embodies the essence of the Golden Rule by creating consistent, effective, and efficient methods of delivering customer service, regardless of the customer channel, and being fully integrated with the entire enterprise.

This Best Practices guide will help readers achieve the ultimate challenge of creating an intelligent contact center.

Roundtable Date: 3/25/2015 • Sponsor Commitment: 2/18/2015

SALES ENABLEMENT TOOLS THAT HELP REPS MEET THEIR GOALS

Any executive who has worked in sales understands that all salespeople are natural superstars, but with the right training, tools, and sticking to a proven framework, most salespeople can competently reach their goals.

This Best Practices installment focuses on how to best prepare salespeople to help them be more effective when interacting with customers, preparing for sales calls, and even generating their own leads.

The scope of content can include any technologies that help drive sales, from sales automation to collaboration, incentive management, and productivity tools that help drive behaviors, increase win rates, decrease sales cycles, and make quotas. This section focuses on solutions that help salespeople drive revenue.

➤ APRIL 2015

Reservations Due: 1/30/2015

Content Due: 2/6/2015

LEVERAGING SOCIAL CUSTOMER SERVICE: SERVICE CUSTOMERS WHERE THEY LIVE

Here's a stat from a recent Sprinklr report: 80% of companies say they offer superior customer experiences, but only 8% of customers agree. Obviously, there is a disconnect in perception.

Social networks have become the new water cooler where people trade information, but on a thoroughly massive scale. Most interactions are personal in nature, but according to ICMI, 53% of consumers have used Facebook for customer service issues. That's a big channel to ignore.

This installment of *CRM's* Best Practices series focuses on how organizations can deliver efficient customer service via social networks, monitor conversations about their products and brands, and drive value for their companies. Your recommendations can actively shape how our audience chooses to deploy their social channels.

Roundtable Date: 4/29/2015 • Sponsor Commitment: 3/10/2015

DIGITAL MARKETING SOLUTIONS ON ANY BUDGET

According to a recent study by Gartner, 11% of companies spent more than half of their marketing budget on digital marketing activities in 2013, up from 3% in 2012. And that sharp increase seems poised to continue for the next several years.

In this month's installment of *CRM's* Best Practices Guide, we take a look at the state of digital marketing solutions across the spectrum of company size and the offerings available to nearly every company.

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2015 BEST PRACTICES TOPICS *(cont.)*

➤ MAY 2015

Reservations Due: 3/5/2015

Content Due: 3/12/2015

SO HOW DO I HEAR THE VOICE OF THE CUSTOMER?

Voice of the Customer (VoC) programs have become a very hot strategic initiative during the past couple of years, and Gartner puts growth around 30% per annum through 2016. What business executive wouldn't want to know his customers better so he could market, sell, and service them more effectively?

The problem business executives have is figuring out just "how" to listen to customers, and how to make sense of what exactly is being heard. The choices are daunting and often in different data formats: traditional surveys, speech analytics, social media monitoring, and other feedback tools to capture large amounts of customer information.

In the Best Practices Guide, we try to educate our readers on how to build a VoC strategy that can provide meaningful results and help accomplish strategic goals.

Roundtable Date: 5/27/2015 • Sponsor Commitment: 4/15/2015

HOW TO ACHIEVE DIGITAL TRANSFORMATION

Digital transformation is a hot topic these days. In the December 2013 issue of *CRM* magazine, columnist Esteban Kolsky wrote, "Not only is digital transformation changing the face of CRM, it is changing the face of business. If you are seriously looking for one topic or area to focus on in 2014-plus, digital transformation is the one." But what does it mean? What are its merits? How should companies go about transforming their organizations in a way that creates value?

In this new addition to *CRM* magazine's Best Practices schedule, we look for insights into the concept of digital transformation.

➤ JUNE 2015

Reservations Due: 4/3/2015

Content Due: 4/12/2015

SMART CUSTOMER SERVICE IN A MULTICHANNEL WORLD

CRM magazine has always focused on customer service as one of the most important customer-facing areas of an organization. In this special Best Practices guide, we ask contributors to offer our readers guidance on how to best achieve a customer service strategy that both increases customer satisfaction and benefits the organization. This installment will also be promoted on our sister site, SmartCustomerService.com.

Roundtable Date: 6/24/2015 • Sponsor Commitment: 5/6/2015

CRM & GOOGLE: BUSINESS APPS IN THE COMFORT ZONE

The grassroots trend of introducing business apps in a consumer environment has really democratized the ground-up flow of technology in many organizations, and, in many cases, these small in-roads from "nondecision makers" in the trenches eventually take hold and become company-wide implementations.

In this Best Practices Guide, you can showcase your business application designed to integrate with Google, in *CRM* magazine's June issue and on our site, destinationCRM.com, where you will have access to thousands of businesspeople looking for easy and effective ways to use technology that don't involve capital expenditures or even IT support.

There is a tremendous shift in this unstoppable trend of democratizing the way business applications are discovered, buy technology, and drive innovation from the ground up.

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2015 BEST PRACTICES TOPICS *(cont.)*

➤ JULY 2015

Reservations Due: 5/4/2015

Content Due: 5/11/2015

CRM & THE INTERNET OF THINGS

For the past year or two we've all heard a lot about the Internet of Things (IoT): Everything will be connected, there will be exponentially more data to deal with, and that will revolutionize our interactions with customers.

In this special section of *CRM* magazine, we'd like you to give our readers your insights into how current technologies may evolve into a fundamental shift in customer relationship management.

CRM MAGAZINE'S 17th ANNUAL BUYER'S GUIDE

Turn your editorial mentions into clicks back to your marketing assets. Our annual comprehensive partners guide is completely integrated with all of the valuable editorial content on our site and in our magazine. Every time your company is mentioned on destinationCRM.com, your logo will be displayed with a link back to your full listing, which will include:

- Improve Your SEO With Quality Links—complete company and product information
- Expand Your Social Reach—links to all of your social networks
- Drive Inbound Marketing—links to your marketing assets—case studies, white papers, demos, webcasts, videos
- Complete the Circle—turn your editorial mentions into leads
- Get Found—all the Topic Centers & Market segments you choose
- Get Creative—use video and other rich media to drive engagement

You have control with a self-service portal, where you can update your micro site as often as you wish throughout the year. Plus, your listing will be published in the July issue of *CRM* magazine.

Turn your presence on destinationCRM.com into traffic to your site or social networks, close the loop with quality links from a quality source, and boost your SEO ranking.

CONTACT CENTER WORKFORCE OPTIMIZATION

The contact center workforce optimization (WFO) solutions market continued its growth streak through much of 2013, increasing according to DMG Consulting. The analyst firm expects growth to continue through 2016, particularly as vendors invest to make their products easier to use and look toward incorporating analytics, mobile, and video into their suites.

In this first ever addition to *CRM* magazine's Best Practices series, we take a look at innovations driving this important area of the contact center.

Roundtable Date: 7/29/2015 • Sponsor Commitment: 6/16/2015

➤ AUGUST 2015

Reservations Due: 6/4/2015

Content Due: 6/11/2015

THE OMNICHANNEL IMPERATIVE

According to a recent report by MIT, 80% of shoppers check prices online, and more than 30% check prices while in the store. Today's customers have embraced all manner of communications, and their actual behavior while in the buying mode has made sellers embrace omnichannel strategies.

In this installment of *CRM* magazine's Best Practices series, we take a look at the evolution from multichannel to omnichannel and how to make the transition to serving a new, more demanding breed of customer.

Roundtable Date: 8/12/2015 • Sponsor Commitment: 6/20/2015

LEVERAGING SALESFORCE.COM WITH POWERFUL APEXCHANGE TOOLS

The overwhelming success of Salesforce.com's AppExchange Marketplace has also made it more difficult for partners trying to gain visibility in their respective categories. Now you can make your case directly to the readers of *CRM* magazine in this ever-popular Best Practices Guide.

Roundtable Date: 9/16/2015 • Sponsor Commitment: 8/14/2015

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2015 BEST PRACTICES TOPICS *(cont.)*

➤ **SEPTEMBER 2015**

Reservations Due: 7/6/2015

Content Due: 7/13/2015

2015 CONTACT CENTER INNOVATIONS

Have a great story to tell about how your company has contributed to contact center innovations this year? This Best Practices installment is the place to let our readers know how your solutions have driven innovation in your customers' contact centers. Business cases, technology improvements, and success stories can illuminate how decision makers can drive innovations at their own contact centers.

- Search
- Customer case management
- Cloud-based infrastructure
- Integration with other organizational systems and processes

Roundtable Date: 9/30/2015 • Sponsor Commitment: 8/7/2015

THE INTEGRATION OF KNOWLEDGE MANAGEMENT AND CRM FOR INTELLIGENT SUPPORT

Knowledge management (KM) has become an integral part of support when married to CRM systems. KM is all about providing answers quickly and efficiently, which is the same goal as customer support: any solutions that can help customers solve problems, reduce agent training, provide consistency, and improve the entire process

Roundtable Date: 10/14/2015 • Sponsor Commitment: 8/7/2015

➤ **OCTOBER 2015**

Reservations Due: 8/5/2015

Content Due: 8/12/2015

CUSTOMER EXPERIENCE MANAGEMENT: DESIGNING THE CUSTOMER JOURNEY

Engaging with customers and understanding how well your organization manages these interactions are essential to building customer loyalty. This Best Practices topic focuses on concrete solutions that will help improve optimum customer experiences and help organizations differentiate themselves for competitive advantage.

Roundtable Date: 11/11/2015 • Sponsor Commitment: 9/14/2015

PREDICTIVE ANALYTICS AND THE PATH TO PRESCRIPTIVE ANALYTICS

The use of predictive analytics among enterprise-level organization has exploded since 2009 as outlined by a recent survey conducted by Accenture and is expected to reach \$6.5 billion in sales by 2018 according to a report by Transparency Market Research. Clearly, there are many companies that see the value of being able to peek into the probable future with a degree of confidence.

In this installment of our Best Practices series, we take a look at predictive analytics and its progression to prescriptive analytics.

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2015 BEST PRACTICES TOPICS *(cont.)*

➤ NOVEMBER 2015

Reservations Due: 9/3/2015

Content Due: 9/11/2015

INTEGRATING SOCIAL MEDIA INTO CONTACT CENTERS

The social media channel has not only added communications stream into contact centers, it has also added a new layer of complexity to customer support. This topic focuses on Best Practices for integrating social networks and case studies of successful implementations.

Roundtable Date: 12/9/2015 • Sponsor Commitment: 10/12/2015

VIRTUAL AGENTS CUT THROUGH THE CLUTTER

Virtual agents have proven to be a low-cost option to help support customers online, deflect shopping cart abandonment, and keep site visitors from switching from online self-service channels to the telephone. In this Best Practices Guide, we focus on how these humanlike representations can be deployed for the greatest impact.

➤ DECEMBER 2015

Reservations Due: 10/5/2015

Content Due: 10/13/2015

AWARD-WINNING CRM COMPANIES IN REVIEW

CRM magazine has produced two prestigious awards issues, *The Service Leaders Awards*, and the *Market Leaders Awards*, since 2001. In this special supplement to our December issue, we recap the winners of both awards issues for the past 2 years in an easily accessible format in print and a rich format online to incorporate an enormous amount of content for our readers, as well as some really engaging opportunities for past winners to interact with our readers.

TOP PRODUCTS OF 2015

Are you releasing a new product or product version in 2015? Then you should take advantage of the new, once-a-year special section in *CRM* magazine and destinationCRM.com. We'll be taking submissions and categorizing and indexing them for easy discovery and research.