

CRM magazine's
**Webinar Round
Table Topics**

thought leadership & lead generation

2010 Schedule of Events

CRM MAGAZINE'S WEBINAR ROUND TABLE

CRM Magazine & destinationCRM.com invite you to participate in our Round Table Web Events scheduled in 2010. These multi-sponsored, online Web Events are geared to generate leads for sponsors while providing a valuable resource for our readership on a number of topics.

FORMAT

- Three sponsors and moderator from CRM magazine
- Introduction of sponsors, value proposition presentations, Q&A
- 60 minutes in total length

WHAT YOU GET

- **Highly Qualified, Actionable Leads:** Generated from preregistration; live-event log-on; post-event registration; and log-on to the archived event.
- **Extensive Event Registration:** A program offering multiple marketing touch points.
- **Brand Leverage:** Use the strength of our CRM brand, moderated by a senior CRM editor and marketed under the aegis of CRM.
- **A Managed Process:** We take care of all of the details: advertising materials, marketing, registration, technology, and, follow-up.
- **Experience:** CRM Media is the most experienced webcast producer in the field, having produced more than 700 successful streaming Web Events since 1998. Our client list includes virtually every major vendor in the CRM/knowledge management marketplace.

OUR ACTION LIST

Aggressive online and print advertising campaign including:

- HTML email invitation to our 70,000-name database of your best customers and prospects
- A full-page, 4-color event ad in CRM magazine and on-site banner advertising on destinationCRM.com
- Three advertisements in CRM's eWeekly HTML newsletter with a 70,000 circulation
- Phone call reminder to all registrants
- Complete registration of attendees
- Confirmation emails with Outlook iCalendar reminder
- Reminder email with registration information
- Post-event "thank you" email with links to archive for both attendees and non-attending registrants
- Access to all registrations, including post-event registration for the archived version
- Complete production and management of the technology
- Event archiving and online posting on destinationCRM.com for anytime, on-demand viewing
- One affordable price, a fraction of the cost of an à la carte event without any of the headaches

ADVERTISING CONTACTS

Mountain & Pacific

Dennis Sullivan
Advertising Director
800-248-8466, x538
dennis@destinationCRM.com

Eastern & Central

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

2010 ROUND TABLE TOPICS

CUSTOMER ANALYTICS & BUSINESS INTELLIGENCE *(one chair left!)*

Join us in one of the hottest topics amongst our readership discussing customer analytics and BI as a way of deriving maximum value from your customer data.

Webinar Round Table: January 20, 2010

CONTACT CENTER SOLUTIONS

Take advantage of the buzz generated by CRM magazine's Service Leader Awards issue with this round table discussion focusing on creating efficient contact centers by driving results and lowering costs.

Webinar Round Table: March 24, 2010

CUSTOMER EXPERIENCE & CUSTOMER FEEDBACK MANAGEMENT

Engaging with customers and understanding how well your organization manages these interactions is essential to staying on course and improving your stature in the marketplace. This round table offers concrete solutions that will help improve optimum customer experiences.

Webinar Round Table: June 2, 2010

ORACLE PARTNER SOLUTIONS

With more than 19,000 worldwide, Oracle's partnerships help extend the effectiveness of its platform and the success of its clients.

Webinar Round Table: July 28, 2010

KNOWLEDGE MANAGEMENT

Effective KM is essential for efficient customer service, marketing, and CRM success. This round table will focus on different strategies and solutions offered in the marketplace and the results that have been accrued by their implementations.

Webinar Round Table: September 29, 2010

SALESFORCE APPEXCHANGE

As an AppExchange partner, you have to fight to gain visibility among your peers, especially as you prepare for DreamForce 2010. This webcast will help you differentiate your solutions and clarify your value propositions as you head into the Salesforce.com event of the year.

Webinar Round Table: October 27, 2010

Participation Webinar Roundtable -

\$8,500 Limited to three sponsors only

2009 CRM Web Event Round-Table Archives

Visit www.destinationCRM.com/webevents to view one of our many archived events.

Take Salesforce.com to New Levels

Sponsored by: Attivio, Birst, and Informatica
Original Broadcast Date: Oct. 21, 2009

Unlock the Power of Customer Information: Turning customer data into intelligence to improve business performance

Sponsored by: Hoover's and Infinity Info Systems
Original Broadcast Date: Sep. 30, 2009

Better Customer Insight Equals Better Interactions

Sponsored by: Cincom Systems, QuestBack, and Tealeaf
Original Broadcast Date: Jun. 03, 2009

Round Table: Great Support on a Tight Budget

Sponsored by: Astute Solutions, Cincom Systems, Lithium Technologies, and Tealeaf
Original Broadcast Date: Mar. 25, 2009