

# 2012 EDITORIAL CALENDAR

ISSUE	CLOSE DATES	INSIGHT'S MARKET FOCUS	ENTERPRISE STRATEGY	SALES & MARKETING	CUSTOMER SERVICE	ADVERTISING SUPPLEMENT
<b>JANUARY</b>	Editorial Close: 10/25/11 Space Close: 11/1/11	Manufacturing	Outlook 2012: Top Marketing Tech	Outlook 2012: Top Sales Tech	From IVR to Mobile Customer Care	CUSTOMER SELF-SERVICE SOLUTIONS MOBILE CRM SOLUTIONS Reservations Due: 10/28/2011 Content Due: 11/16/2011
<b>FEBRUARY</b>	Editorial Close: 11/29/11 Space Close: 12/6/11	Financial Services	Baby Boomer Behavioral Trends	Gen X Behavioral Trends	Gen Y Behavioral Trends	CUSTOMER ANALYTICS & BUSINESS INTELLIGENCE Reservations Due: 12/2/2011 Content Due: 12/19/2011 Roundtable Date: 2/8/2012   Sponsor Commitment: 12/8/2011
<b>MARCH</b>	Editorial Close: 12/27/11 Space Close: 1/3/12	Travel and Hospitality	CRM Service Awards	CRM Service Awards	CRM Service Awards	THE INTELLIGENT CONTACT CENTER Reservations Due: 1/6/2012 Content Due: 1/19/2012 Roundtable Date: 3/14/2012   Sponsor Commitment: 1/18/12
<b>APRIL</b>	Editorial Close: 1/24/12 Space Close: 1/31/12		How to Produce Multimedia Content	Sales Enablement Tools	Market Focus: CRM in Non-Profit Sector	SOCIAL CRM Reservations Due: 2/3/2012 Content Due: 2/16/2012 Roundtable Date: 4/11/2012   Sponsor Commitment: 2/10/2012
<b>MAY</b>	Editorial Close: 2/28/12 Space Close: 3/7/12	Professional Services	Open-Source CRM Options	Selecting the Right Marketing Agency	Artificial Intelligence for Customer Experiences	MARKETING AUTOMATION SALES AUTOMATION Reservations Due: 3/2/2012 Content Due: 3/19/2012
<b>JUNE</b>	Editorial Close: 3/28/12 Space Close: 4/11/12	Healthcare	Changing to a Social Media Culture	How to Select a Social Media Monitoring Tool	Twitter Monitoring Strategies	SPEECH ANALYTICS Reservations Due: 3/30/2012 Content Due: 4/18/2012 Roundtable Date: 6/6/2012   Sponsor Commitment: 4/6/2012
<b>JULY</b>	Editorial Close: 4/25/12 Space Close: 5/9/12		Master Data Management Guide	Market Focus: CRM in Government	Voice of the Customer Best Practices	CRM MAGAZINE'S 12th ANNUAL BUYER'S GUIDE CRM FOR THE ENTERPRISE Reservations Due: 5/4/2012 Content Due: 5/17/2012

CRM magazine's monthly PR editorial preview includes deadlines, writers' contact information, and detailed article descriptions.

To be added to our Editorial Preview Distribution List, email your complete contact information to [CRMPR@destinationCRM.com](mailto:CRMPR@destinationCRM.com).

*Calendar is subject to change.*

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<b>AUGUST</b>	Editorial Close: 5/30/12 Space Close: 6/6/12	Education	Protecting Customers from ID Theft	How to Avoid the Spam Folder	High-Definition Audio in IVRs	SALESFORCE APPEXCHANGE Reservations Due: 6/1/2012 Content Due: 6/18/2012 Roundtable Date: 8/15/2012 <b>Sponsor Commitment: 6/15/2012</b>
<b>SEPTEMBER</b>	Editorial Close: 6/27/12 Space Close: 6/27/12	Sports and Entertainment	CRM Market Awards	CRM Market Awards	CRM Market Awards	KM FOR GREAT CUSTOMER EXPERIENCES Reservations Due: 7/6/2012 Content Due: 6/18/2012 Roundtable Date: 9/12/2012 <b>Sponsor Commitment: 7/13/2012</b>
<b>OCTOBER</b>	Editorial Close: 7/25/12 Space Close: 8/8/12		Market Focus: CRM in Retail	Benefits of Video for Sales & Marketing	Enterprise Feedback Management	CRM AND MARKETING SOLUTIONS FOR SMALL/MID-SIZED BUSINESSES ECOMMERCE AND CRM Reservations Due: 8/3/2012 <b>Content Due: 8/20/2012</b>
<b>NOVEMBER</b>	Editorial Close: 8/29/12 Space Close: 9/5/12	High-Tech	Mobile Commerce Best Practices	Most Viable Geofencing Options	Measuring the Caller Experience	CUSTOMER EXPERIENCE MANAGEMENT Reservations Due: 8/31/2012 Content Due: 9/18/2012 Roundtable Date: 11/14/2012 <b>Sponsor Commitment: 9/14/2012</b>
<b>DECEMBER</b>	Editorial Close: 9/26/12 Space Close: 10/10/12	Telecom	Year in (P)review	The Value of E-Signature Apps	Multichannel Service Strategies	INTEGRATING SOCIAL MEDIA INTO CONTACT CENTERS Roundtable Date: 12/12/2012 Sponsor Commitment: 10/12/2012 DEMAND GENERATION—ONLINE MARKETING, LEAD NURTURING, AND CRM Reservations Due: 10/5/2012 Content Due: 10/19/2012

**KEY:**

Feature Package
Awards Issue
Vertical Focus

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## \*2012 CUSTOMER SERVICE AWARDS

Awards Issue (SEE ONLINE INPUT FORM ON DESTINATIONCRM.COM)

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 which in the past year have made a significant impression on the industry.

## \*2012 CRM MARKET AWARDS

Awards Issue (SEE ONLINE INPUT FORM ON DESTINATIONCRM.COM)

★ CRM Market Leader Awards ★ CRM Influential Leader Awards ★ CRM Elite Awards

CRM magazine's 2012 CRM Market Awards recognize superior performance in three areas: ROI excellence in customer companies, individual achievement, and vendor leadership.

### CRM Market Leader Awards

Recognizes the top five vendors in 10 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, open-source CRM, and incentive management.

### Elite Practitioner Awards

Recognizes excellence in getting both hard and soft ROI results from CRM initiatives.

### CRM Influential Leader Awards

Reveals those individuals who, by their words and actions, have made a significant impact either within their company or on the industry over 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 editorial director David Myron.

### INSIGHT:

News analysis of the most topical CRM stories.

### REALITY CHECK:

Columnists comment on the industry.

### CUSTOMER EXPERIENCE:

Customer satisfaction experts voice their views.

### REAL ROI:

Sales, marketing, and customer service case studies and success stories showcasing recent hard and soft ROI benefits and how they were achieved.

### THE TIPPING POINT:

Industry analysts discuss trends and best practices.

### PINT OF VIEW:

Marshall Lager's lighthearted look at all things CRM.

Regular destinationCRM.com editorial opportunities.

## EDITORIAL BEATS AND RESPONSIBILITIES

### Editorial Director

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Focus:

- Editorial Direction
- Editorial Assignments
- Conference Programming
- Webinar Moderator

### Managing Editor

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Focus:

- Editorial Production
- Copy Editing

### News Editor

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Focus:

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- Contact Centers
- Customer Experience Management

### Associate Editor

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Focus:

- Marketing
- BI/Analytics
- Required Reading

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