

WEB EVENTS

➤ What are CRM Magazine Web Events?

- › Our Web Events are complete turnkey live events. We do all the promotion, all the registration, and coordinate all the technology.
- › Web Events are 1-hour topic and sponsor-specific sessions broadcast live on the web with streaming audio.
- › Web Events are fully interactive: Live polling, survey, and question & answer sessions make compelling content.
- › Audience members have real-time interaction with senior executives and key industry consultants discussing new solutions, best practices, and actual case studies.

➤ What You Get

- › Highly qualified, actionable leads—from preregistration, live event log-on, and post-event registration and log-on to the archived event.
- › Extensive event registration program with multiple marketing touch points.
- › Sponsor Exclusivity – Enjoy 100% attentive and exclusive mind-share in these single-sponsored events.
- › Brand Leverage – Use the strength of our Speech Technology brand. Moderated by a senior CRM editor and marketed under the CRM brand.
- › A managed process – We take care of all of the details: marketing, registration, technology, follow-up.

➤ We Take Care of All the Details

CRM magazine will produce, market, and broadcast your 1-hour audio Web Event.

**HIGH-QUALITY LEAD GENERATION • IMMEDIATE THOUGHT LEADERSHIP
POSITIONLEVERAGED BRAND EQUITY • COMPLETE MARKETING
PROGRAM • MULTIPLE TOUCH POINTS**

➤ Action List

- Our aggressive online and print advertising campaign includes the following:
- › HTML email invitation to our 74,000-name database of your best customers and prospects
 - › A full-page, 4-color ad in CRM magazine prior to event
 - › Banner advertising on destinationCRM.com
 - › 3 advertisements in CRM's eWeekly HTML newsletter with 66,000 circulation
 - › A reminder email to all registrants prior to event
 - › Phone call reminder to all registrants
 - › Collaboration with other Information Today, Inc media properties where applicable
 - › Complete registration of attendees with sponsors' customized qualifying questions
 - › Confirmation emails with Outlook iCalendar reminder
 - › Reminder email with registration information
 - › Post-event thank you email with links to archive for both attendees and nonattending registrants
 - › Optional post-event survey of registration list
 - › Access to all registrations, including post-event registration for the archived version
 - › Searchable on destinationCRM.com for extended lead generation
 - › Complete production and management of the technology
 - › Sponsored webcast archived on destinationCRM.com

CRM MAGAZINE'S WEBINAR ROUNDTABLE

CRM Magazine & destinationCRM.com invite you to participate in our Roundtable Web Events scheduled in 2012. These multisponsored, 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 a moderator from CRM magazine
- Introduction of sponsors, value proposition presentations, lively interactive discussion between sponsors, Q&A with audience
- 60 minutes in total length

WHAT YOU GET

- **Highly Qualified, Actionable Leads:** Generated from preregistration; live-event log-on; and registration to the archived event for 90 days, with leads delivered every Monday.
- **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 82,750-name database of your best customers and prospects
- A full-page, 4-color, on-demand event advertisement in CRM magazine (postevent) and on-site banner advertising on destinationCRM.com
- Three advertisements in CRM's eWeekly HTML newsletter with a circulation of 70,000
- 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
- Registration reports, including post-event registrations, for the archived version, delivered every Monday for 90 days
- Complete production and management of the technology
- Event archiving on destinationCRM.com for 90 days for anytime, on-demand viewing
- One affordable price, a fraction of the cost of an a la carte event without any of the headaches

2012 ROUNDTABLE TOPICS

FEBRUARY

CUSTOMER ANALYTICS & BUSINESS INTELLIGENCE

Customer segmentation, predictive analytics, competitive intelligence are useful tools for gaining better insight and making better strategic and tactical decisions.

This Best Practices topic will focus on how analytics and business intelligence can and should be used to enable business leaders to make better decisions.

Roundtable Date: [2/8/2012](#)

Sponsor Commitment: [12/8/2011](#)

MARCH

THE INTELLIGENT CONTACT CENTER

Advances in contact center technologies and the emergence of social media channels have propelled the traditional call center into a pivotal position for delivering great customer experiences. The intelligent contact center will create a consistent, effective, and efficient method of delivering customer service regardless of the customer channel and be 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: [3/14/2012](#)

Sponsor Commitment: [1/13/2012](#)

APRIL

SOCIAL CRM

The newest customer channel is driven by your customers but cannot be ignored by your company. Learn how to join the conversation using social media to gain valuable customer insights while communicating directly with your customers and prospects.

Roundtable Date: [4/11/2012](#)

Sponsor Commitment: [2/10/2012](#)

JUNE

SPEECH ANALYTICS

Speech Analytics in contact centers can be used to extract critical business intelligence that would otherwise be lost. By analyzing and categorizing recorded phone conversations between companies and their customers, useful information can be discovered relating to strategy, product, process, and operational issues. This information gives decision-makers insight into what customers really think about their company so that they can quickly react.

* This section topic and roundtable Webevent will be co-marketed with Speech Technology magazine and SpeechTechMag.com. There is a 20% premium charge.

Roundtable Date: [6/6/2012](#)

CRM MAGAZINE'S WEBINAR ROUNDTABLE

2012 ROUNDTABLE TOPICS

Sponsor Commitment: 4/6/2012

AUGUST

SALESFORCE APPEXCHANGE

This is a "must" issue for all AppExchange partners trying to gain some visibility among the 1,000 plus applications available in Salesforce.com's marketplace. Take your case directly to the readers of CRM magazine in this always popular Best Practices topic.

Roundtable Date: 8/15/2012

Sponsor Commitment: 6/15/2012

SEPTEMBER

KNOWLEDGE MANAGEMENT FOR GREAT CUSTOMER EXPERIENCES

Knowledge Management solutions are essential for producing great customer experiences, especially in the contact center. This Best Practices topic will focus on how to best achieve desired outcomes and success stories from organizations who have achieved great results.

Roundtable Date: 9/12/2012

Sponsor Commitment: 7/13/2012

NOVEMBER

CUSTOMER EXPERIENCE MANAGEMENT

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

* This section topic and roundtable Webevent will be co-marketed with Speech Technology magazine and SpeechTechMag.com. There is a 20% premium charge.

Roundtable Date: 11/14/2012

Sponsor Commitment: 9/14/2012

DECEMBER

INTEGRATING SOCIAL MEDIA INTO CONTACT CENTERS

The social media channel has added layer of complexity to contact centers. This topic will focus on Best Practices for integrating social networks and case studies of successful implementations.

Roundtable Date: 12/12/2012

Sponsor Commitment: 10/12/2012

2011 CRM Web Event Roundtable Archives

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

When Social, Mobile, and Traditional Service Channels Collide

Sponsored by: OSF Global Services, KANA, and Coveo

Original Broadcast Date: September 21, 2011

Connect Your Front and Back Offices In The Cloud

Sponsored by: SpringCM, FinancialForce.com, and AngelOriginal

Original Broadcast Date: Jul. 27, 2011

How to Effectively Listen and Respond to Customers

Sponsored by: Confirmit, Clarabridge, inc., and AdobeOriginal

Original Broadcast Date: Jun. 08, 2011

Integrate Social Media into Your Customer Channels, Now!

Sponsored by: Voxeo, West, KanaOriginal

Original Broadcast Date: Apr. 28, 2011

Take Your Contact Center to the Next Level

Sponsored by: Pegasystems, IntelliResponse, CoveoOriginal

Original Broadcast Date: Mar. 23, 2011

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