

# 2020 Best Practices Schedule & Roundtable

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Month	Best Practices	Best Practices	Roundtables	Roundtables
<b>JANUARY</b> Space Close: 11/20/19 Ads/Copy: 12/2/19 Mail Date: 12/31/19	<b>CRM Megatrends to Watch in 2020: A Preview of Forces Driving Customer Technologies in 2020</b>	<b>Customer Communications Management – The Key to Consistent Communications</b>	<b>CRM Megatrends to Watch in 2020: A Preview of Forces Driving Customer Technologies in 2020</b> Roundtable Date: 1/22/2020	<b>Data Quality: The Key Ingredient in a Data Driven Customer Strategy</b> Roundtable Date: 1/29/2020
<b>FEBRUARY ONLINE</b> (Published in March ISSUE) Space Close: 1/25/20 Copy Due: 1/2/20 Online Marketing: 2/1/20 MARCH Issue Mail Date: 2/14/20	<b>Cloud Contact Center Solutions</b>	<b>Mobile-First Customer Care</b>	<b>Is Voice-First Technology a Must-Have in 2020 and Beyond?</b> Roundtable Date: 2/12/2020	<b>Customer Journey Analytics: Delivering the Best Possible Customer Experience</b> Roundtable Date: 2/26/2020
<b>MARCH</b> Space Close: 1/13/20 Ads/Copy: 3/20/20 Mail Date: 2/14/20	<b>AI Based Speech Analytics for Actionable Insights</b>	<b>Self-Service for Higher Customer Satisfaction</b>	<b>AI and the Contact Center</b> Roundtable Date: 3/11/2020	<b>Smarketing: The Integration of Sales and Marketing</b> Roundtable Date: 3/25/2020
<b>APRIL</b> Space Close: 2/10/20 Ads/Copy: 2/18/20 Mail Date: 3/13/20	<b>Customer Authentication, Identity Resolution &amp; Voice Biometrics</b>	<b>Creating a Great Omni-Channel Experience for Great Customer Experiences</b>	<b>Voice-of-the-Customer Programs for Better Customer Experiences</b> Roundtable Date: 4/8/2020	<b>Business Intelligence and Customer Analytics: Uncovering Hidden Value</b> Roundtable Date: 4/22/2020
<b>MAY</b> Space Close: 3/12/20 Ads/Copy: 3/19/20 Mail Date: 4/15/20	<b>How do you Measure Customer Experience?</b>	<b>Customer Data Platforms for a Unified View of the Customer</b>	<b>Cognitive Customer Service and Support</b> Roundtable Date: 5/6/2020	<b>Creating a Customer Engagement Center</b> Roundtable Date: 5/20/2020
<b>JUNE</b> Space Close: 4/13/20 Ads/Copy: 4/20/20 Mail Date: 5/15/20	<b>Smart Customer Service Transformation</b>	<b>Conversational AI Use Cases in Customer Service</b>	<b>Why Is Customer Experience So Darn Important? And How to Improve Your CX Efforts</b> Roundtable Date: 6/3/2020	<b>Smart IVRs for Better Customer Experiences</b> Roundtable Date: 6/17/2020

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<b>JULY ONLINE</b> (Published in July/August ISSUE) Space Close: 5/22/20 Ads/Copy: 6/1/20 Mail Date: 6/26/20	<b>Customer Journey Analytics: Delivering the Best Possible Customer Experience</b>	<b>Business Intelligence and Customer Analytics: Uncovering Hidden Value</b>	<b>Mobile-First Customer Care</b> Roundtable Date: 7/15/2020	<b>AI Based Speech Analytics for Actionable Insights</b> Roundtable Date: 7/29/2020
<b>AUGUST ONLINE</b> (Published in September ISSUE) Space Close: 7/13/20 Online Marketing: 8/1/2020 September Issue Mail Date: 8/14/20	<b>Why Is Customer Experience So Darn Important? And How to Improve Your CX Efforts</b>	<b>Cognitive Customer Service and Support</b>	<b>How do you Measure Customer Experience?</b> Roundtable Date: 8/12/2020	<b>Customer Data Platforms for a Unified View of the Customer</b> Roundtable Date: 8/26/2020
<b>SEPTEMBER</b> Space Close: 7/13/20 Ads/Copy: 7/20/20 Mail Date: 8/14/20	<b>AI and the Contact Center</b>	<b>Smarketing: The Integration of Sales and Marketing</b>	<b>Cloud Contact Center Solutions</b> Roundtable Date: 9/16/2020	<b>Self-Service for Higher Customer Satisfaction</b> Roundtable Date: 9/30/2020
<b>OCTOBER</b> Space Close: 8/12/20 Ads/Copy: 8/19/20 Mail Date: 9/16/20	<b>Is Voice-First Technology a Must-Have in 2020 and Beyond?</b>	<b>Data Quality: The Key Ingredient in a Data Driven Customer Strategy</b>	<b>Creating a Great Omni-Channel Experience for Great Customer Experiences</b> Roundtable Date: 10/7/2020	<b>Conversational AI Use Cases in Customer Service</b> Roundtable Date: 10/21/2020
<b>NOVEMBER</b> Space Close: 9/11/20 Ads/Copy: 9/18/20 Mail Date: 10/15/20	<b>Voice-of-the-Customer Programs for Better Customer Experiences</b>	<b>Smart IVRs for Better Customer Experiences</b>	<b>Customer Authentication, Identity Resolution &amp; Voice Biometrics</b> Roundtable Date: 11/4/2020	<b>Customer Support Transformation for 2020</b> Roundtable Date: 11/18/2020
<b>DECEMBER</b> Space Close: 10/12/20 Ads/Copy: 10/19/20 Mail Date: 11/13/20	<b>Creating a Customer Engagement Center</b>	<b>Sales Enablement Tools for Next Generation Sales Teams</b>	<b>2021 Contact Center Innovations: A Preview</b> Roundtable Date: 12/2/2020	<b>Customer Communications Management – The Key to Consistent Communications</b> Roundtable Date: 12/16/2020