2025 BEST PRACTICES **SCHEDULE**

	Month	Copy Due	Title	Webcast
→	January	Copy Due 12/20/24	**CX Megatrends to Watch in 2025 and Beyond**	Webcast Title: CX Megatrends to Watch in 2025 and Beyond – January 15
→	January	Copy Due 12/20/24	**Leveraging CRM, CDPs, and AI for Enhanced Customer Insights**	Webcast Title: Unlock CRM, CDPs, and AI for Next-Level Customer Insights – October 1
→	February	Copy Due 1/20/25	**Knowledge Management and AI for Customer and Employee Success**	Webcast Title: Knowledge Management and AI: Enhancing CX and Employee Productivity – June 4
→	February	Copy Due 1/20/25	**Best Practices in Sales Enablement for 2025**	Webcast Title: Sales Enablement 2025: Support Your Sales Team This Year! – September 10
→	March	Copy Due 2/20/25	**Generative AI for Customer Interactions**	Webcast Title: Generative AI: Revolutionizing Customer Interactions – February 12
→	March	Copy Due 2/20/25	**Omnichannel Solutions for Smarter Customer Care**	Webcast Title: Omnichannel Solutions for Smarter Customer Care: Harnessing AI and Data – August 13
→	April (PRINT)	Copy Due 3/10/25	**Proactive Customer Service with Predictive Analytics**	Webcast Title: Predictive Analytics & AI: The Future of Customer Service – October 15
→	April (PRINT)	Copy Due 3/10/25	**Transforming Agent Experience with AI**	Webcast Title: Transforming Agent Experience with AI: Boosting Performance and Satisfaction – May 7
→	April (PRINT)	Copy Due 3/10/25	**The Role of AI in Compliance and Data Privacy**	Webcast Title: The Role of AI in Compliance and Data Privacy – October 29
→	May	Copy Due 4/20/25	**Best Practices in Marketing Automation for 2025**	Webcast Title: Top Marketing Automation Trends in 2025: A Preview – January 29
→	May	Copy Due 4/20/25	**Redefining Contact Center Efficiency with AI Solutions**	Webcast Title: Redefining Contact Center Efficiency with AI Solutions – April 16
→	June	Copy Due 5/20/25	**Fraud Detection and Prevention with AI**	Webcast Title: AI in Fraud Detection and Prevention – November 5
→	June	Copy Due 5/20/25	**Conversational AI: Revolutionizing Customer Interactions**	Webcast Title: Conversational AI: Revolutionizing Customer Interactions – March 5
→	July	Copy Due 6/20/25	**The Power of Personalization: AI-Driven Strategies for Customer Loyalty**	Webcast Title: The Power of Personalization: AI-Driven Strategies for Customer Loyalty – November 19
→	July	Copy Due 6/20/25	**Smarter Self-Service: Leveraging AI for Customer Care**	Webcast Title: Smarter Self-Service: Leveraging Technology for Effortless Customer Care – April 30
→	August	Copy Due 7/20/25	**Addressing Data Challenges in Customer Experience**	Webcast Title: Data Issues Derailing Customer Experience: What You Need to Know – February 26
→	August	Copy Due 7/20/25	**Mastering Hybrid Contact Centers: Challenges and Solutions**	Webcast Title: Mastering Hybrid Contact Centers: Overcoming Key Challenges – July 16
→	Sept. (PRINT)	Copy Due 8/10/25	**Orchestrating Smart Customer Journeys with AI**	Webcast Title: Smart Customer Journeys with AI and Technology – July 30
→	Sept. (PRINT)	Copy Due 8/10/25	**AI, Automation, and Omnichannel: Redefining Customer Support**	Webcast Title: AI, Automation, and Omnichannel: Redefining Customer Support in 2025 – December 17
→	Sept. (PRINT)	Copy Due 8/10/25	**Future-Proofing Customer Experience with AI**	Webcast Title: Future-Proofing Customer Experience with AI-Powered Solutions – April 2
→	October	Copy Due 9/20/25	**Best Practices in AI-Driven Analytics for Business Growth**	Webcast Title: Exploring the Future of AI-Driven Analytics: Trends Shaping Tomorrow's Decisions – May 21
→	October	Copy Due 9/20/25	**Best Practices for Real-Time Customer Feedback with AI**	Webcast Title: Transforming Real-Time Customer Feedback into Action with AI – June 18
→	November	Copy Due 10/20/25	**Customer Service Reinvented: CCaaS, WEM, and AI in Action**	Webcast Title: Customer Service Reinvented: CCaaS, WEM, and AI in Action – September 24, 2025
→	November	Copy Due 10/20/25	**Marketing Automation for the Midmarket: Connecting with Customers**	Marketing Automation for the Midmarket: Connecting with Customers - August 27
→	December	Copy Due 11/10/25	**2025 Customer Experience Wins – What Worked and Why**	Webcast Title: 2025 Customer Experience Wins – What Worked and Why – December 3
→	December	Copy Due 11/10/25	**Expert Insights on AI and VoC: Turning Customer Feedback into Action**	Webcast Title: Expert Insights on AI and VoC: Turning Customer Feedback into Action – March 19

CRM
CUSTOMER RELATIONSHIP MANAGEMENT

2025 **BEST PRACTICES** DEEP DIVES

JANUARY
Copy Due: **12/20/24**

➡ **CX Megatrends to Watch in 2025 and Beyond** Explore key trends shaping customer experience, including omnichannel CX, AI, and personalization. Learn how automation, scalability, and hybrid contact centers are transforming the industry and what trends to expect in 2025 to stay competitive in the CX landscape.
Webcast Title: **CX Megatrends to Watch in 2025 and Beyond – January 15**

➡ **Leveraging CRM, CDPs, and AI for Enhanced Customer Insights** CRM, Customer Data Platforms, and AI are reshaping personalization and customer insights. Explore strategies for integrating these tools to drive engagement and improve customer experiences.
Webcast Title: **Unlock CRM, CDPs, and AI for Next-Level Customer Insights – October 1**

FEBRUARY
Copy Due: **1/20/25**

➡ **Knowledge Management and AI for Customer and Employee Success** Explore how AI-powered knowledge management systems can improve CX and boost employee productivity. Learn best practices for implementing tools that deliver accurate, real-time information to customers and support agents effectively.
Webcast Title: **Knowledge Management and AI: Enhancing CX and Employee Productivity – June 4**

➡ **Best Practices in Sales Enablement for 2025** Equip your sales team with the latest strategies in sales enablement, including AI-driven analytics, gamification, and omnichannel approaches. Discover actionable insights to optimize your sales pipeline and drive growth.
Webcast Title: **Sales Enablement 2025: Support Your Sales Team This Year! – September 10**

MARCH
Copy Due: **2/20/25**

➡ **Generative AI for Customer Interactions** Learn how generative AI is creating dynamic, personalized experiences across customer service, marketing, and sales. Discover strategies for using AI to drive customer engagement, enhance loyalty, and build long-term relationships.
Webcast Title: **Generative AI: Shaping the Future of Customer Engagement – February 12**

➡ **Omnichannel Solutions for Smarter Customer Care** Customer care is transforming with omnichannel solutions powered by AI and data. Discover strategies for creating connected, personalized experiences that meet rising customer expectations across every channel.
Webcast Title: **Omnichannel Solutions for Smarter Customer Care: Harnessing AI and Data – August 13**

> *I enjoy attending the **webcasts** and reading or reviewing the **white papers**. Also, the guests are always highly informative. They bring **fresh perspectives, interesting and useful ideas, comments and suggestions**."*
> CUSTOMER RELATIONS MANAGER, **SAFE RETRIEVE, LLC**

2025 **BEST PRACTICES** DEEP DIVES *(continued)*

APRIL — PRINT ISSUE

Copy Due: **3/10/25**

➡ Proactive Customer Service with Predictive Analytics Stay ahead of customer needs by implementing predictive analytics. Learn how to detect patterns, forecast potential issues, and deliver proactive customer service that resolves problems before they arise.
Webcast Title: **Predictive Analytics & AI: The Future of Customer Service – October 15**

➡ Transforming Agent Experience with AI AI-driven tools are revolutionizing the agent experience (AX), enhancing productivity and job satisfaction. Learn best practices for using AI to streamline tasks, support agents, and improve customer interactions.
Webcast Title: **Transforming Agent Experience with AI: Boosting Performance and Satisfaction – May 7**

➡ The Role of AI in Compliance and Data Privacy As data privacy regulations grow more complex, AI-driven solutions are reshaping compliance and data security, enabling organizations to stay ahead of regulatory changes and safeguard customer trust. This Best Practices topic will explore how AI can streamline compliance checks, detect vulnerabilities early, and adapt quickly to evolving requirements. Webcast Title: **The Role of AI in Compliance and Data Privacy – October 29**

MAY

Copy Due: **4/20/25**

➡ Best Practices in Marketing Automation for 2025 Discover the latest advancements in marketing automation, from AI-driven insights to predictive analytics and omnichannel strategies. Learn how automation can streamline customer engagement, enhance ROI, and keep you ahead in today's competitive market.
Webcast Title: **Top Marketing Automation Trends in 2025: A Preview – January 29**

➡ Redefining Contact Center Efficiency with AI Solutions Discover how AI can streamline contact center operations, reduce costs, and improve customer satisfaction. Learn best practices for balancing AI-powered tools with human-centric service for optimized performance.
Webcast Title: **Redefining Contact Center Efficiency with AI Solutions – April 16**

JUNE

Copy Due: **5/20/25**

➡ Fraud Detection and Prevention with AI AI and machine learning are revolutionizing fraud detection. Discover best practices for using these technologies to identify and prevent fraudulent activities in real time, safeguarding customer data and trust. Webcast Title: **AI in Fraud Detection and Prevention – November 5**

➡ Conversational AI: Revolutionizing Customer Interactions Conversational AI is transforming customer engagement, enabling businesses to deliver seamless, personalized interactions through AI-driven chatbots and virtual assistants. This Best Practices topic will explore the latest advancements in conversational AI.
Webcast Title: **Conversational AI: Revolutionizing Customer Interactions – March 5**

*CRM consistently delivers **high-quality content** that addresses the latest trends and challenges in the CRM industry. Your **carefully curated topics**, including insightful webcasts, comprehensive case studies, and informative white papers, provide invaluable resources for professionals. The **balanced coverage and expert analysis** ensure readers stay well-informed."* SOFTWARE DEVELOPER, **MAILBLUSTER**

2025 **BEST PRACTICES** DEEP DIVES *(continued)*

JULY

Copy Due: 6/20/25

➡ **The Power of Personalization: AI-Driven Strategies for Customer Loyalty** Personalization is essential for building customer loyalty. Learn how AI can enhance customer engagement by delivering hyper-personalized experiences that drive satisfaction and retention.

Webcast Title: **The Power of Personalization: AI-Driven Strategies for Customer Loyalty – November 19**

➡ **Smarter Self-Service: Leveraging AI for Customer Care** Self-service is evolving with AI-driven automation, predictive analytics, and omnichannel support. Explore strategies to create faster, more personalized customer experiences that empower users to solve their own issues.

Webcast Title: **Smarter Self-Service: Leveraging Technology for Effortless Customer Care – April 30**

AUGUST

Copy Due: 7/20/25

➡ **Addressing Data Challenges in Customer Experience** Explore best practices for overcoming data issues that can derail customer satisfaction. Learn strategies for ensuring data accuracy, safeguarding customer trust, and managing inconsistent or outdated data for a seamless CX.

Webcast Title: **Data Issues Derailing Customer Experience: What You Need to Know – February 26**

➡ **Mastering Hybrid Contact Centers: Challenges and Solutions** Hybrid contact centers are becoming the new norm. Discover best practices for managing remote and on-site agents, integrating technology, and ensuring seamless communication for optimized performance.

Webcast Title: **Mastering Hybrid Contact Centers: Overcoming Key Challenges – July 16**

SEPTEMBER — PRINT ISSUE

Copy Due: 8/10/25

➡ **Orchestrating Smart Customer Journeys with AI** As customer journeys evolve, AI and automation are essential for delivering personalized, seamless experiences. Learn how to streamline customer journeys and engage users across multiple touchpoints effectively.

Webcast Title: **Smart Customer Journeys with AI and Technology – July 30**

➡ **AI, Automation, and Omnichannel: Redefining Customer Support** Customer service technology is rapidly evolving. Explore best practices for using AI, automation, and omnichannel solutions to drive satisfaction, streamline operations, and keep up with the latest trends in customer support.

Webcast Title: **AI, Automation, and Omnichannel: Redefining Customer Support in 2025 – December 17**

➡ **Future-Proofing Customer Experience with AI** Explore how AI-driven solutions can help future-proof your CX strategy. Learn best practices for personalizing interactions, automating processes, and leveraging AI to stay ahead of customer expectations.

Webcast Title: **Future-Proofing Customer Experience with AI-Powered Solutions – April 2**

Updated 10/21/2024

2025 **BEST PRACTICES** DEEP DIVES *(continued)*

OCTOBER

Copy Due: 9/20/25

➔ **Best Practices in AI-Driven Analytics for Business Growth** Discover the latest trends in AI-driven analytics and learn how to apply them to transform customer experiences and drive measurable growth. Explore topics like real-time analytics, generative AI, and ethical AI practices.
Webcast Title: **Exploring the Future of AI-Driven Analytics: Trends Shaping Tomorrow's Decisions – May 21**

➔ **Best Practices for Real-Time Customer Feedback With AI** Turning real-time customer feedback into actionable insights is key to enhancing satisfaction and loyalty. Learn strategies for capturing, analyzing, and responding to feedback quickly with AI-driven insights.
Webcast Title: **Transforming Real-Time Customer Feedback into Action with AI – June 18**

NOVEMBER

Copy Due: 10/20/25

➔ **Customer Service Reinvented: CCaaS, WEM, and AI in Action** Discover how AI-driven CCaaS and WEM solutions are transforming contact centers by enhancing agent productivity, engagement, and customer satisfaction. This Best Practices installment explores strategies that blend technology and personalized coaching to future-proof your customer service. Webcast Title: **Customer Service Reinvented: CCaaS, WEM, and AI in Action – September 24, 2025**

➔ **Marketing Automation for the Midmarket: Connecting with Customers** Midmarket businesses face unique marketing challenges. Contribute to this month's marketing automation topic and advise our readers how marketing automation can help them streamline operations, enhance customer communications, and drive measurable growth. We'll explore tools designed for growing businesses to automate lead generation and personalize journeys.
Webcast Title: **Marketing Automation for the Midmarket: Connecting with Customers – August 27**

DECEMBER

Copy Due: 11/10/25

➔ **2025 Customer Experience Wins – What Worked and Why** Reflect on the year's best CX strategies that delivered real results. Learn from expert insights on innovations like AI-driven customer support and omnichannel engagement that achieved measurable gains in satisfaction and operational efficiency.
Webcast Title: **2025 Customer Experience Wins – What Worked and Why – December 3**

➔ **Expert Insights on AI and VoC: Turning Customer Feedback into Action** AI-powered VoC technology is transforming how businesses capture and act on customer feedback, enabling deeper insights and personalized interactions.
Webcast Title: **Expert Insights on AI and VoC: Turning Customer Feedback into Action – March 19**

> *Overall an **excellent source of information** for those of us involved in the Customer Relationship Management/ Customer Experience areas. I read the magazine from front to back every time I receive it."*
> *CEO,* **CUSTOMER RELATIONSHIP MGT./CUSTOMER EXPERIENCE CONSULTING**

Updated 10/21/2024

LEAD-GEN OPPORTUNITIES

➜ *CRM* MAGAZINE'S BEST PRACTICES WHITE PAPER SERIES

THOUGHT LEADERSHIP AND LEAD GENERATION IN ONE COMPLETE, MULTICHANNEL MARKETING PROGRAM

Impact our audience

Your sponsored essays, white papers, and case studies will be printed in a special section of *CRM* magazine, with extensive distribution via our magazine and website, destinationCRM.com.

Generate leads for your sales force

- PDF requests will be driven through a registration form capturing complete contact and qualifying information.
- Leads will be distributed to all sponsors in this section via a secure link that you can access 24x7.

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- 75,000 email invitations to download a PDF of this special section—you get the leads
- 1 month of homepage promotion on destinationCRM.com
- Inclusion in all eight *eWeekly* newsletters
- Archived on destinationCRM.com for 1 year. Original content will be posted as contributed articles after the lead-generation period.
- Posts on all CRM social media networks: Twitter, Facebook, and LinkedIn
- Editorial and production services included—copy editing, layout, and design

Your editorial topics can range from:

- Third-party white papers or white paper abstracts
- Successful customer case studies
- Your company's unique value proposition or market position
- A behind-the-scenes look at your technology solution and why it's important

Sponsorship Rates:

Standard — *1 page (750 words) $7,500 net*

Silver — *2 pages (1,500 words) $8,500 net*

Gold — *3 pages (2,250 words) $9,500 net*

Platinum — *4 pages (3,000 words) $10,500 net*

Webcast Sponsors — *50% discount*

➜ SOLO AND ROUNDTABLE WEB EVENTS

THESE ONLINE WEB EVENTS ARE GEARED TO GENERATE LEADS FOR SPONSORS WHILE PROVIDING A VALUABLE RESOURCE FOR OUR READERSHIP ON A NUMBER OF TOPICS.

Format

- One to four 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
- Pre-recorded webcasts are available.

What you get

- **Highly Qualified, Actionable Leads:** Generated from preregistration, live-event logon, and registration to the archived event for 90 days, with leads delivered every Monday
- **Extensive Event Registration**: A program offering multiple marketing touchpoints
- **Brand Leverage:** Use the strength of our CRM brand, moderated by a senior *CRM* editor and marketed under the aegis of CRM Media.
- **Managed Process:** We take care of all 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 2,500 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:

- Three HTML email invitations to our database
- Phone call reminder to all registrants
- Complete registration of attendees
- Confirmation emails with calendar reminder
- Reminder email with registration information
- Post-event "thank you" email with links to archive for both attendees and nonattending 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

Solo Sponsorship Rate — Call for details

Roundtable Sponsorship Rate — $8,500