

2025 ROUNDTABLE/WEBCAST SCHEDULE

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

2025 ROUNDTABLE/WEBCAST SCHEDULE

JANUARY

- ➔ **1/15/25** **CX Megatrends to Watch in 2025 and Beyond** Join our panel of experts as they share their predictions on the future of customer service. They'll unveil key trends shaping customer experience, contact centers, and customer service in 2025, including omnichannel CX, AI, and personalization. Learn how automation and hybrid contact centers are transforming the industry.
- ➔ **1/29/25** **Top Marketing Automation Trends in 2025: A Preview** Explore the top marketing automation trends of 2025 in our expert roundtable! Discover how AI-driven insights, predictive analytics, and omnichannel strategies are reshaping customer engagement and boosting ROI. Learn about advancements in chatbots, voice shopping, and automated social media marketing.

FEBRUARY

- ➔ **2/12/25** **Generative AI: Shaping the Future of Customer Engagement** Generative AI is rapidly transforming customer interactions across service, marketing, and sales. Join us to explore applications of generative AI that drive deeper customer engagement and loyalty. Discover how AI is crafting interactive customer journeys that foster long-term relationships.
- ➔ **2/26/25** **Data Issues Derailing Customer Experience: What You Need to Know** Learn how addressing data challenges can transform customer strategies. We'll discuss how inaccurate data disrupts personalization, mishandled data risks trust, and outdated data creates inefficiencies. Join our roundtable for strategies on leveraging data to enhance customer satisfaction.

MARCH

- ➔ **3/5/25** **Conversational AI: Revolutionizing Customer Interactions** Conversational AI is changing how businesses engage with customers through personalized, seamless interactions. Join our panel to learn about advancements in AI-driven chatbots and virtual assistants, and discover tips on integrating conversational AI to enhance customer experience.
- ➔ **3/19/25** **Expert Insights on AI and VoC: Turning Customer Feedback into Action** Explore the latest in voice of the customer (VoC) technology. Learn how AI-powered analytics and hyper-personalization are transforming customer feedback into actionable insights. Discover strategies to capture deeper customer insights, personalize interactions, and boost loyalty.

Continued on next page >>



*I really enjoy the **webinars**. They are informative and help with research and information gathering, especially for **cutting-edge products and AI initiatives** that are new to the market."*

IT ADMINISTRATOR, **INTEGRITY INSURANCE**

2025 ROUNDTABLE/WEBCAST SCHEDULE *(continued)*

APRIL

- ➔ **4/2/25** **Future-Proofing Customer Experience with AI-Powered Solutions** Explore how AI can help you future-proof your customer experience strategy by driving personalization, automating processes, and improving satisfaction. Industry experts will discuss the latest AI tools and trends to stay ahead of the competition and elevate customer engagement.
- ➔ **4/16/25** **Redefining Contact Center Efficiency with AI Solutions** AI is transforming contact centers by enhancing efficiency and improving customer interactions. Our panel will explore how AI-driven automation streamlines workflows, reduces operational costs, and improves customer satisfaction by delivering faster, more accurate responses.
- ➔ **4/30/25** **Smarter Self-Service: Leveraging Technology for Effortless Customer Care** Discover how businesses are transforming self-service experiences with AI-driven automation, omnichannel integration, and voice-activated support. Learn how predictive analytics enables proactive customer service and enhances personalization across all interactions.

MAY

- ➔ **5/7/25** **Transforming Agent Experience with AI: Boosting Performance and Satisfaction** Explore how AI-driven tools are enhancing the agent experience (AX) by streamlining workflows and providing real-time support. Our panel will discuss best practices for integrating AI to empower agents, improve job satisfaction, and deliver exceptional customer interactions.
- ➔ **5/21/25** **Exploring the Future of AI-Driven Analytics: Trends Shaping Tomorrow's Decisions** Join us to discover the hottest trends in AI-driven analytics. From generative AI and real-time analytics to ethical AI practices, our experts will share insights on how businesses are transforming customer experiences and achieving growth with the latest AI advancements.

JUNE

- ➔ **6/4/25** **Knowledge Management and AI: Enhancing CX and Employee Productivity** Explore how AI-powered knowledge management systems are revolutionizing customer interactions and boosting employee productivity. Learn about tools that provide real-time, accurate answers to customer inquiries and support team success through AI-enhanced knowledge management.
- ➔ **6/18/25** **Transforming Real-Time Customer Feedback into Action with AI** Join us to discover how companies are using AI to capture and analyze customer feedback in real time, enabling proactive responses that enhance satisfaction. Our panel will discuss trends like hyper-personalization, multi-channel feedback integration, and AI-driven predictive analysis.

Continued on next page >>



Solid webinars and articles, highlighting trends and best practices."

PRODUCT MANAGER
SYNAPSE

2025 ROUNDTABLE/WEBCAST SCHEDULE *(continued)*

JULY

- ➔ **7/16/25** **Mastering Hybrid Contact Centers: Overcoming Key Challenges** This roundtable will focus on strategies and tools needed for managing hybrid contact centers. Explore seamless communication solutions, technology integration for remote and on-site teams, and performance monitoring with advanced analytics to enhance hybrid operations.
- ➔ **7/30/25** **Orchestrating Smart Customer Journeys with AI** Join us as we explore how AI and automation are revolutionizing customer journeys, enabling seamless, personalized experiences. Learn about trends in journey orchestration, compliance, and advanced analytics that help you deliver consistent, data-driven engagement across all touchpoints

AUGUST

- ➔ **8/13/25** **Omnichannel Solutions for Smarter Customer Care: Harnessing AI and Data** As customer expectations evolve, discover how omnichannel solutions are transforming service delivery. Learn about advancements in customer analytics, AI-driven automation, and the importance of seamless engagement across channels to optimize workflows and improve satisfaction.
- ➔ **8/27/25** **Marketing Automation for the Midmarket: Connecting with Customers** Midmarket businesses face unique marketing challenges. Join us to learn how marketing automation can streamline operations, enhance customer engagement, and drive measurable growth. We'll explore tools designed for growing businesses to automate lead generation and personalize journeys.

SEPTEMBER

- ➔ **9/10/25** **Sales Enablement 2025: Support Your Sales Team This Year!** This webcast explores the key trends in sales enablement, including AI-driven analytics, sales gamification, and omnichannel approaches. Discover actionable insights to streamline content management, enhance collaboration, and optimize your sales pipeline for growth.
- ➔ **9/24/25** **Customer Service Reinvented: CCaaS, WEM, and AI in Action** Explore how AI-powered Contact Center as a Service (CCaaS) and workforce engagement management (WEM) are reshaping customer service. Learn how these tools improve agent performance, increase retention, and deliver unmatched customer experiences through AI-driven analytics.

Continued on next page >>



CRM provides **quality, relevant content and events** to address technologies and/or solutions in the Customer Relationship Management space. It is the **first source of information** before going to other sources."

IT PROJECT MANAGER
HALLIBURTON

2025 ROUNDTABLE/WEBCAST SCHEDULE *(continued)*

OCTOBER

- ➔ **10/1/25** **Unlock CRM, CDPs, and AI for Next-Level Customer Insights** Discover how CRM, customer data platforms (CDPs), and AI are reshaping personalization and predicting customer behavior. Our experts will discuss CDPs' role in creating unified profiles, real-time updates, and data integration to drive engagement and enhance CX.
- ➔ **10/15/25** **Predictive Analytics & AI: The Future of Customer Service** Learn how predictive models and AI empower businesses to anticipate customer needs and deliver hyper-personalized experiences. Our panel will share real-world applications, equipping you with tools to transform customer service from reactive to proactive.
- ➔ **10/29/25** **The Role of AI in Compliance and Data Privacy** Explore how AI-driven solutions are reshaping compliance and data security. Learn how AI streamlines compliance checks, identifies vulnerabilities, and adapts to regulatory changes faster than traditional approaches, empowering organizations to protect customer trust.

NOVEMBER

- ➔ **11/5/25** **AI in Fraud Detection and Prevention** Join us to discover how AI and machine learning are revolutionizing fraud detection by enabling real-time identification of suspicious activities. Learn about strategies for using AI to enhance fraud prevention and maintain trust in digital interactions.
- ➔ **11/19/25** **The Power of Personalization: AI-Driven Strategies for Customer Loyalty** In today's competitive market, personalization is essential for building lasting customer relationships. Join our roundtable webcast to explore how AI-driven strategies are transforming customer engagement and loyalty. Discover how AI enables businesses to deliver the right message to the right customer at the right time.

DECEMBER

- ➔ **12/3/25** **2025 Customer Experience Wins - What Worked and Why** As 2025 concludes, recap the most successful CX strategies that delivered results. Learn from expert insights on innovations like AI-driven customer support and omnichannel engagement that achieved measurable gains in satisfaction and operational efficiency.
- ➔ **12/17/25** **AI, Automation, and Omnichannel: Redefining Customer Support in 2025** Join us for a roundtable on trends in customer service technology. Discover how AI-powered support, predictive analytics, and omnichannel integration drive customer satisfaction and operational efficiency, equipping your business to stay ahead in a competitive landscape.



*I love the **webinars**. The host is fantastic."*
KNOWLEDGE MANAGEMENT SPECIALIST
SONY PLAYSTATION

SOLO & ROUNDTABLE WEB EVENT DELIVERABLES

➤ ROUNDTABLE WEB EVENTS *(see schedule on following page)*

➤ 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, video clips, screen sharing (demo), and Q&A 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 logon, and postevent registration and logon to the archived event
- **Extensive event registration program** with multiple marketing touchpoints
- **Sponsor exclusivity**—Enjoy 100% attentive and exclusive mindshare in these single-sponsored events.
- **Brand leverage**—Use the strength of our CRM brand. Moderated by the *CRM* publisher and marketed under the CRM brand.
- **A managed process**—We take care of all of the details: marketing, registration, technology, and follow-up.

➤ We Take Care of All the Details

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

Visit [destinationCRM.com/Webinars](https://www.destinationCRM.com/Webinars) for a complete schedule of events.

➤ Action List

Our aggressive online and print advertising campaign includes the following:

- HTML email invitation of your best customers and prospects to our database
- Banner advertising on [destinationCRM.com](https://www.destinationCRM.com)
- Posts to all of *CRM*'s social networks: Twitter, Facebook, and LinkedIn
- 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
- Postevent thank you email with links to archive for both attendees and nonattending registrants
- Optional postevent survey of registration list
- Access to all registrations, including postevent registration for the archived version
- Searchable on [destinationCRM.com](https://www.destinationCRM.com) for extended lead generation
- Complete production and management of the technology
- Sponsored webcast archived on [destinationCRM.com](https://www.destinationCRM.com)



*You put on great **webinars** offering a multitude of guests making it easier for me as I go back to my team to pitch recommendations."*

**VOIP TECH III SPECIALIST
VGM GROUP, INC.**