

SOLO & ROUNDTABLE WEB EVENTS

➤ About *CRM* magazine Web Events

- For more than 25 years, **CRM magazine** has produced live web events that connect technology vendors with senior decision-makers in customer experience, CRM, and contact centers.
- Each webcast is a **complete turnkey program** — we handle all promotion, registration, and technology so you can focus on your message.
- **CRM Web Events** are one-hour, topic- and sponsor-specific sessions broadcast live with streaming audio. Every event includes live polling, surveys, video clips, demos, and Q&A—creating an interactive, engaging experience that drives audience participation and sponsor results.

➤ What You Get

- **Qualified, Actionable Leads** – Access all registrants from pre-event, live, and on-demand participation.
- **Comprehensive Marketing Promotion** – Multi-touch registration campaigns across email, web, and social.
- **Exclusive Sponsor Focus** – Capture 100% of audience attention in our single-sponsored Solo Web Events.
- **Brand Leverage** – Hosted and moderated by CRM Magazine's publisher and promoted under our trusted brand.
- **Turnkey Management** – We handle everything: marketing, registration, production, and post-event follow-up.

“The **webinars** are **engaging, concise, and informative**—every session delivers practical ideas and inspiration.”
— SENIOR ASSOCIATE,
NEW YORK LIFE INSURANCE COMPANY

ADVERTISING CONTACTS

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➤ Marketing & Promotion

Your event is supported by a robust, multi-channel marketing campaign that includes:

- Targeted HTML email invitations to CRM Media's audience and your prospect list
- Banner promotion on **destinationCRM.com**
- Posts across CRM's social channels (LinkedIn, X, Facebook)
- Reminder emails and phone outreach to registrants
- Coordination with related **Information Today, Inc.** media properties
- Customized registration forms with sponsor-defined qualifying questions
- Calendar invites, confirmation, and reminder emails
- Post-event thank-you emails with archive links for both attendees and no-shows

➤ After the Event

- Access to all registrations—including post-event archive visitors—for extended lead generation
- Optional post-event survey of all registrants
- Your webcast remains **archived and searchable** on destinationCRM.com, continuing to generate new leads long after the live event

➤ CRM Media Handles Every Detail

- From concept to completion, **CRM magazine** produces, markets, and broadcasts your one-hour live event—backed by our 25+ years of experience, established audience, and proven results.

Visit **destinationCRM.com/Webinars** for the full schedule of upcoming topics and available sponsorship dates.

Solo Sponsorship Rate — Call for details

Roundtable Sponsorship Rate — \$8,500

2026 ROUNDTABLE/WEBCAST SCHEDULE

DATE	ROUNDTABLE TITLE	ROUNDTABLE TOPIC DESCRIPTION	TAGS
Jan 14, 2026	2026 CX Megatrends: Predictions, Priorities, and Guidance	CX executives need clear direction for 2026—sponsors can align their tech vision with the trends shaping AI, automation, and CX investment priorities.	CX Strategy, AI, Trends, Leadership
Jan 28, 2026	Omnichannel CX in the Age of AI	Sponsors offering orchestration or personalization solutions can position their technology as the bridge unifying voice, chat, and digital for seamless CX.	Omnichannel, AI, Orchestration, Customer Journeys
Feb 4, 2026	Knowledge Management and AI: Driving Smarter CX	KM and AI vendors can show how connected knowledge systems reduce handle times, improve accuracy, and enable smarter, faster self-service.	Knowledge Management, AI, Agent Experience, Self-Service
Feb 18, 2026	Data Challenges Derailing Customer Experience	Sponsors specializing in data integration, enrichment, or governance can demonstrate how reliable, unified data drives personalization, automation, and trust.	Data, Governance, AI, Customer Trust
Mar 4, 2026	Agentic AI in Action: The Autonomous Customer Service Organization (Part 1)	Vendors delivering AI orchestration or autonomous agents can highlight how self-optimizing systems transform service speed, accuracy, and scalability.	Agentic AI, Automation, CX Operations, Service Innovation, Autonomy
Mar 18, 2026	Hybrid Contact Centers: Building for Flexibility and Scale	CCaaS and WEM providers can show how cloud-based hybrid solutions improve agility, agent performance, and cost efficiency across distributed teams.	CCaaS, Cloud, Hybrid, Workforce Flexibility
Apr 1, 2026	Smarter Self-Service with AI and Automation	Sponsors offering conversational AI or self-service automation can demonstrate how intent-driven bots deliver faster, more satisfying customer resolutions.	AI, Self-Service, Automation, Customer Experience
Apr 15, 2026	AI Co-Pilots in the Contact Center: Real-Time Agent Assist	Vendors with AI-assist or agent guidance tools can show how real-time support boosts accuracy, reduces training time, and improves customer satisfaction.	Agent Assist, AI, Productivity, Agent Experience
May 6, 2026	Seamless Journeys, Smarter Service: Orchestrating Omnichannel CX with AI	Sponsors offering orchestration and analytics can highlight how unified interactions eliminate friction and create consistent, personalized experiences.	Omnichannel, Orchestration, AI, Customer Journeys
May 20, 2026	The Data-to-Decision Journey: AI Insights in Real Time	Analytics and AI vendors can showcase how real-time insight engines convert live data into immediate, measurable CX actions.	AI, Analytics, Real-Time CX, Decision Intelligence
Jun 3, 2026	The Convergence of AI, Data, and CX Platforms	Vendors providing unified CX or data platforms can demonstrate how integration simplifies operations, strengthens analytics, and fuels innovation.	AI, CX Platforms, Integration, Governance
Jun 17, 2026	Customer Journey Analytics: Seeing the Whole Experience	Analytics providers can show how journey mapping and predictive modeling uncover pain points, improve retention, and drive loyalty.	Journey Analytics, Data, Insights, Loyalty



The weekly **webcasts** and articles are the best way to keep up with innovation across CRM and CX. You're truly the **leaders** in this space."

— TECHNOLOGIST, **NEW IDEAS IN COMMUNICATIONS**

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2026 ROUNDTABLE/WEBCAST SCHEDULE (Continued)

DATE	ROUNDTABLE TITLE	ROUNDTABLE TOPIC DESCRIPTION	TAGS
Jul 15, 2026	Reimagining Agent Experience (AX) in the Age of AI	WEM and coaching vendors can highlight how AI-driven engagement tools reduce burnout, improve performance, and strengthen customer outcomes.	Agent Experience, AI, Workforce Engagement, Coaching
Jul 29, 2026	Intelligent Cloud Contact Centers: Evolution and Optimization	CCaaS and analytics vendors can showcase how intelligent cloud platforms enhance scalability, resilience, and operational ROI.	Cloud, CCaaS, AI, Analytics
Aug 12, 2026	Real-Time CX Orchestration: From Insight to Action	Sponsors offering automation or AI orchestration can demonstrate how connecting data to intent enables real-time, adaptive customer responses.	AI, Real-Time CX, Orchestration, Automation
Aug 26, 2026	AI-Powered Knowledge Management: The Key to Better CX	KM and AI providers can showcase how unified, contextual knowledge improves accuracy, resolution speed, and overall CX quality.	Knowledge Management, AI, Customer Experience, Efficiency
Sep 16, 2026	Unified CX Platforms: Integrating Data, AI, and Engagement	Sponsors offering all-in-one CX platforms can position their technology as the core engine powering connected customer operations.	CX Platforms, Integration, AI, Automation
Sep 30, 2026	Trust, Transparency & Emotion AI in Customer Experience	Vendors in emotion analytics and responsible AI can highlight how transparency builds customer trust and strengthens brand credibility.	Emotion AI, Explainable AI, Responsible CX, Ethics, Trust
Oct 14, 2026	Agentic AI and the Autonomous Sales Team (Part 2)	Vendors offering agentic or CRM-embedded AI can demonstrate how intelligent agents drive personalization, prospecting, and pipeline automation.	Agentic AI, Sales Automation, CRM Integration, Revenue Optimization
Oct 28, 2026	Predictive CX Analytics: Turning Data into Foresight	Predictive analytics vendors can show how forecasting models anticipate customer needs and guide proactive engagement strategies.	Predictive Analytics, AI, CX Strategy, Forecasting
Nov 4, 2026	Voice of the Customer: From Sentiment to Strategy	VoC and analytics vendors can demonstrate how AI-driven insight platforms turn feedback into actionable CX improvements.	Voice of the Customer, Sentiment, AI, Analytics
Nov 18, 2026	CX Success Stories 2026: What Worked and Why	Sponsors can share real-world case studies showing measurable CX ROI, innovation, and long-term impact.	CX Strategy, AI, Case Studies, Success Stories
Dec 2, 2026	The Business Case for Agentic AI	AI vendors can demonstrate how autonomous systems deliver cost savings, scalability, and measurable CX performance gains.	Agentic AI, Automation, ROI, Governance
Dec 16, 2026	Charting What's Next: Preparing Your CX Roadmap for 2027	Consulting and analytics providers can align their expertise with 2027 CX planning and next-gen AI priorities.	CX Strategy, Trends, AI, Future Planning



Your **webcasts** are consistently **top-tier**—engaging hosts, expert speakers, and topics that always hit the mark.”

— DIGITAL CONTACT CENTER SOLUTIONS MANAGER, **VGM GROUP, INC.**