SOLO & ROUNDTABLE WEB EVENT DELIVERABLES

▣ ROUNDTABLE WEB EVENTS *(see schedule on page 19)*

▣ 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** 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 75,000-name database

- › Banner advertising on destinationCRM.com

- › Posts to all of *CRM*'s social networks: Twitter, Facebook, and LinkedIn

- › 3 advertisements in *CRM*'s *eWeekly* HTML newsletter with 33,000 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

- › 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 for extended lead generation

- › Complete production and management of the technology

- › Sponsored webcast archived on destinationCRM.com

2023 ROUNDTABLE SCHEDULE

Month	Roundtable Date	Title
January	1/11/23	**MegaTrends in Customer Technologies**—Predictions that you need to know in 2023
	1/18/23	**Digital-First Customer Service**—The logical next step beyond self-service
February	2/1/23	**The Conversational Contact Center:** Integrating AI's Potential Now
	2/15/23	**Deep Personalization:** Customer Data with a Purpose
March	3/1/23	**How to Leverage AI** for Integrated CX Strategy
	3/15/23	Create a Better Contact Center Culture With **Workforce Engagement** Strategies and Technologies
April	4/12/23	What's So Great About **Proactive Customer Service?**
	4/26/23	Achieve Next-Level CX With **Real-Time Customer Analytics**
May	5/10/23	**Contact Center as a Service**—Simply Subscribe?
	5/24/23	**Digital Transformation of Customer Experience**—What's possible now?
June	6/7/23	Total Experience: **Experience Convergence**
	6/21/23	**Speech Analytics:** The Core Contact Center Technology
July	7/12/23	**Contact Center Workforce Strategies** in a Remote World
	7/26/23	**Future-Proofing Your CX Efforts:** Is This Even Possible?
August	8/9/23	**Humans and Their Chatbots:** AI-Assisted Answers for Everyone
	8/23/23	**Personalization:** The Key to CX Excellence
September	9/13/23	**Agent Experience:** Enhancing CX From the Inside Out
	9/27/23	**Customer Journey Management:** A Key Focus for Stronger Brands
October	10/11/23	**Omnichannel Customer Experience:** Table Stakes in 2023
	10/25/23	**Contact Center Security:** Fraud, Governance, and Compliance
November	11/1/23	**Reimagining Customer Experience:** Structure Follows Strategy
	11/15/23	Hot Topics in **Customer Analytics:** Insight and Action
December	12/6/23	**2023 Contact Center Success Stories and Case Studies:** Implementations that Delivered Value