## 2019 Editorial Calendar

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<th>ISSUE</th>
<th>CLOSE DATES</th>
<th>MARKETING/BUSINESS INTELLIGENCE FEATURES</th>
<th>SALES/ENTERPRISE STRATEGIES FEATURES</th>
<th>CUSTOMER SERVICE FEATURES</th>
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• CRM Megatrends to Watch in 2019: Predictions From the Top Leaders Driving Change  
• Data-Driven Relationships: The Key to Knowing Your Customers  
**ROUNDTABLE WEBCASTS**  
• CRM Megatrends to Watch in 2019: Predictions From the Top Leaders Driving Change *(Roundtable Date: 1/23/19)*  
• Real-Time Analytics for Better Customer Experiences and More Loyal Customers *(Roundtable Date: 1/30/19)*  
• Customer Experience Transformation in 2019 *(Roundtable Date: 2/13/19)*  
• Customer Data Platforms—Not Data Silos *(Roundtable Date: 2/27/19)* |
| MARCH | Space Close: 1/14/2019 Ads/Copy: 1/25/2019 Mail Date: 2/14/2019 | The Marketing Mix: In-House, Outside Agency, or Both | Buyer Enablement—The Sales Rep’s Changing Role | Customer Service Q&A | **BEST PRACTICES PROGRAMS** *(Marketed in February Online/March Print Issue)*  
• Conversational AI for Better Customer Experiences  
• Measuring CX With Voice of the Customer and Journey Analytics  
**BEST PRACTICES PROGRAMS** *(Marketed in March Online/March Print Issue)*  
• Data Quality: Critical Component for CRM Success  
• Smart Customer Service  
**ROUNDTABLE WEBCASTS**  
• AI and the Contact Center: Radical Revolution or Methodical Evolution? *(Roundtable Date: 3/13/19)*  
• Data-Driven Relationships: The Key to Knowing Your Customers *(Roundtable Date: 3/27/19)* |
| APRIL | Space Close: 2/12/2019 Ads/Copy: 2/25/2019 Mail Date: 3/15/2019 | **CRM Service Leader Awards Issue**  
• The 2019 Service Leaders  
• The 2019 Rising Stars  
• The 2019 Service Elite |  |  | **BEST PRACTICES PROGRAMS**  
• Digital Transformation: From Call Centers to Customer Engagement Centers  
• Game-Changing AppExchange Solutions for Your Salesforce Platform  
**ROUNDTABLE WEBCASTS**  
• Knowledge Management—For More Intelligent Customer Support *(Roundtable Date: 4/10/19)*  
• Measuring CX With Voice of the Customer and Journey Analytics *(Roundtable Date: 4/24/19)* |
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| MAY   | Space Close: 3/13/2019 | GDPR—A Privacy Status Report One Year Later | Extraprise CRM—Going Outside the Four Walls | Can Social Media Interactions Be Scripted? | BEST PRACTICES PROGRAMS  
• Customer Experience Transformation in 2019  
• Workforce Optimization: The Workhorse of Contact Center Management  
ROUNDTABLE WEBCASTS  
• The State of AI in Marketing *(Roundtable Date: 5/8/19)*  
• Data Quality: Critical Component for CRM Success *(Roundtable Date: 5/22/19)* |
| JUNE  | Space Close: 4/11/2019 | Conversational Marketing—From Ad to Chat in One Easy Click | Identity Resolution | Updating Training to Create the “Super Agent” | BEST PRACTICES PROGRAMS  
• Knowledge Management—For More Intelligent Customer Support  
• The IVR in the New Age of Voice  
ROUNDTABLE WEBCASTS  
• Digital Transformation: From Call Centers to Customer Engagement Centers *(Roundtable Date: 6/5/2019)*  
• Game-Changing AppExchange Solutions for Your Salesforce Platform *(Roundtable Date: 6/19/19)* |
• Top 100 CRM Solutions: The Short Lists (Print & Online Only)  
• AI and the Contact Center: Radical Revolution or Methodical Evolution?  
ROUNDTABLE WEBCASTS  
• Smart Customer Service *(Roundtable Date: 7/17/19)*  
• Customer Relationship Marketing: The New CRM *(Roundtable Date: 7/31/19)*  
• Conversational AI for Better Customer Experiences *(Roundtable Date: 8/7/19)*  
• Workforce Optimization: The Workhorse of Contact Center Management *(Roundtable Date: 8/21/19)* |

**Research on best software solutions and current articles on what and how other organizations tackle objectives are most important to me.”**

MARKET RESEARCH ANALYST  
EVERSOURCE

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**CRM** magazine’s monthly PR editorial preview includes deadlines, writers’ contact information, and detailed article descriptions. **Editorial Calendar is subject to change.**

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2019 EDITORIAL CALENDAR

2019 CRM SERVICE LEADER AWARDS*
*Awards Issue (ADDITIONAL INFORMATION AND NOMINATION FORM CAN BE FOUND ON DESTINATIONCRM.COM)
Appears in the April 2019 issue
- Service Leader Awards
- Elite Practitioner Awards
- Rising Stars

Customer Service Leader Awards
Industry analysts and consultants evaluate the leading vendors in nine contact center categories based on a combination of weighted criteria, including revenue and revenue growth, market share, reputation for customer satisfaction, company direction, cost, and depth of functionality. The categories include customer case management, contact center infrastructure, interactive voice response, web support, workforce optimization, contact center search, enterprise feedback management, contact center analytics, and contact center outsourcing.

Elite Practitioner Awards
Recognizing companies that have achieved significant returns from their customer service-related CRM initiatives

Rising Stars
Recognizing emerging or turnaround companies that have made a significant impression on the contact center industry in the past year

2019 CRM MARKET LEADER AWARDS*
*Awards Issue (ADDITIONAL INFORMATION AND NOMINATION FORM CAN BE FOUND ON DESTINATIONCRM.COM)
Appears in the September 2019 issue
- Market Leader Awards
- Elite Practitioner Awards
- Rising Stars
- Influential Leader Awards

CRM Market Leader Awards
Industry analysts and consultants evaluate the leading vendors in nine sales and marketing categories based on a combination of weighted criteria, including revenue and revenue growth, market share, reputation for customer satisfaction, company direction, and depth of functionality. The categories include enterprise CRM suite, midmarket CRM suite, small business CRM suite, CRM consultancies, marketing automation, sales force automation, data quality, business intelligence, and sales performance management.

Elite Practitioner Awards
Recognizing companies that have achieved significant returns from their sales- and marketing-related CRM initiatives

Rising Stars
Recognizing emerging or turnaround companies that have made a significant impression on the contact center industry in the past year

Influential Leader Awards
Recognizing individuals who, by their words and actions, have made a significant impact either on the industry in the past year

WHAT’S IN EVERY ISSUE
FRONT OFFICE:
Letter from CRM magazine editor Leonard Klie

INSIGHT:
Analysis of the most topical CRM news stories and trends

FEATURES:
In-depth articles covering the latest trends and technologies in customer service, marketing, and sales

REAL ROI:
Sales, marketing, and customer service success stories that showcase hard and soft business benefits and how they were achieved

COLUMNS:

EDITORIAL BEATS AND RESPONSIBILITIES

Editor
Leonard Klie
lklie@infotoday.com
Focus:
• Editorial Direction
• Assigning and Editing Content

Managing Editor
Chris Cronis
ccronis@infotoday.com
Focus:
• Editorial Production
• Copy Editing

Associate Editor
Sam Del Rowe
sdelrowe@infotoday.com
Focus:
• Customer Service
• Required Reading