

# 2022 CRM MAGAZINE EDITORIAL CALENDAR

ISSUE DATE	FEATURE STORIES	CONFERENCES, SPONSORSHIP OPPORTUNITIES, AND LEAD-GENERATION PROGRAMS	
		BEST PRACTICES PROGRAMS	ROUNDTABLE WEBCASTS
January/ February	<ul style="list-style-type: none"> <li>› Why You Need an Enterprise-Level Marketing Taxonomy</li> <li>› Making the Most of Experiential Sales Tools</li> <li>› Analytics and Emotion Detection: Mining Contact Center Interactions to Determine Customer Sentiment</li> </ul>	<ul style="list-style-type: none"> <li>• Megatrends in Customer Technology: Expert Predictions for 2022 and Beyond</li> <li>• How to Deliver Exceptional Customer Experiences</li> <li>• Sales Enablement Tools for 21st-Century Sales Teams</li> <li>• Identity Verification in a Scary World</li> </ul>	<p>1/12/22 Megatrends in Customer Technology: Expert Predictions for 2022 and Beyond</p> <p>2/2/22 Contact Center as a Service (CaaS): Why Now Is the Time</p> <p>2/23/22 Customer Journey Management for Maximum Customer Engagement</p>
March	<ul style="list-style-type: none"> <li>› Keeping the Consumer Connection in a Digital Environment</li> <li>› Real-Time Sales Guidance: How Reliable Is the Advice AI Can Provide to Sales Reps?</li> <li>› Agent Workflow and Productivity Tools</li> </ul>	<ul style="list-style-type: none"> <li>• Speech Analytics in the Contact Center</li> <li>• Customer Data Platforms for True Personalization</li> </ul>	<p>3/2/22 The Power of Personalization in Customer Experience</p> <p>3/16/22 CX Connect Virtual Conference</p> <p>3/17/22 CX Connect Virtual Conference</p> <p>3/30/22 AI-Powered Self-Service: The Next Step in Empowering Your Customers</p>
April (Print)	<ul style="list-style-type: none"> <li>› CRM Magazine's 25th Anniversary Commemorative Issue</li> </ul>	<ul style="list-style-type: none"> <li>• Digital Transformation of the Contact Center</li> <li>• Voice-of-the-Customer Programs Guide CX Improvement</li> </ul>	<p>4/6/22 Contact Center Analytics: Actionable Intelligence at the Point of Service</p>
May	<ul style="list-style-type: none"> <li>› The Myths and Realities of Performance Marketing</li> <li>› The Sales Metrics That Still Matter</li> <li>› Low-Code and No-Code Tools for User Interface Design</li> </ul>	<ul style="list-style-type: none"> <li>• Contact Center as a Service (CaaS): Why Now Is the Time</li> <li>• Customer Journey Management for Maximum Customer Engagement</li> </ul>	<p>5/11/22 Creating an Omnichannel Strategy for Seamless Customer Journeys</p> <p>5/25/22 Conversational AI: The Promise of Intelligent Customer Support</p>
June	<ul style="list-style-type: none"> <li>› Tools to Uncover Real-Time Consumer Behavior</li> <li>› Tools for Creating Professional-Quality Sales Presentations</li> <li>› Integrating Third-Party Messaging into the Customer Service Channel Mix</li> </ul>	<ul style="list-style-type: none"> <li>• The Power of Personalization in Customer Experience</li> <li>• AI-Powered Self-Service: The Next Step in Empowering Your Customers</li> </ul>	<p>6/1/22 Speech Analytics in the Contact Center March Issue</p> <p>6/15/22 Data Quality Challenges for a Data-Diven Decade</p> <p>6/22/22 Smart Customer Service Done Right: Real-World Success Stories From the Field</p>
July/August	<ul style="list-style-type: none"> <li>› THE CRM TOP 100: The Hottest Marketing, Sales, and Customer Service Trends and Technologies of 2022</li> </ul>	<ul style="list-style-type: none"> <li>• Happier Agents Create Happier Customers</li> <li>• Welcome to the Customer Experience Center!</li> <li>• Customer Journey Analytics: Actionable Insights That Drive Revenue Growth</li> <li>• Smart Customer Service Done Right: Real-World Success Stories From the Field</li> </ul>	<p>7/13/22 Digital Transformation of the Contact Center</p> <p>7/27/22 The Management of Customer Experiences</p> <p>8/3/22 Sales Enablement Tools for 21st-Century Sales Teams</p> <p>8/17/22 Work Smarter, Not Harder, With Workforce Optimization</p> <p>8/31/22 Welcome to the Customer Experience Center!</p>
September	<ul style="list-style-type: none"> <li>› The CRM Industry Awards</li> </ul>	<ul style="list-style-type: none"> <li>• Contact Center Analytics: Actionable Intelligence at the Point of Service</li> <li>• Creating an Omnichannel Strategy for Seamless Customer Journeys</li> </ul>	<p>9/14/22 Customer Journey Analytics: Actionable Insights That Drive Revenue Growth</p> <p>9/28/22 Customer Data Platforms for True Personalization</p>
October	<ul style="list-style-type: none"> <li>› Creating the Ideal Marketing Material: Using AI to Identify Which Content Resonates with Prospects</li> <li>› Crafting an Accurate Sales Forecast: Using AI to Identify Which Prospects Have a Higher Chance of Conversion</li> <li>› Real-Time Support Guidance: How Reliable Is the Advice that AI Can Provide to Contact Center Agents?</li> </ul>	<ul style="list-style-type: none"> <li>• AI &amp; Bots in Customer Care</li> <li>• Work Smarter, Not Harder, With Workforce Optimization</li> </ul>	<p>10/12/22 Happier Agents Create Happier Customers</p> <p>10/26/22 Identity Verification in a Scary World</p>
November/ December	<ul style="list-style-type: none"> <li>› Proper Ad Placement: Tools to Analyze Where to Spend Limited Marketing Dollars</li> <li>› Selling on the Leading B2B Marketplaces</li> <li>› Automated Functional Testing and Tuning Tools for the Contact Center</li> </ul>	<ul style="list-style-type: none"> <li>• Conversational AI: The Promise of Intelligent Customer Support</li> <li>• The Management of Customer Experiences</li> <li>• Data Quality Challenges for a Data-Diven Decade</li> <li>• 2022 Contact Center Innovations—Successful Case Study Snapshots</li> </ul>	<p>11/2/22 2022 Contact Center Innovations—Successful Case Study Snapshots</p> <p>11/16/22 How to Deliver Exceptional Customer Experiences</p> <p>11/30/22 Voice-of-the-Customer Programs Guide CX Improvement</p> <p>12/7/22 AI &amp; Bots in Customer Care</p>

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## ➔ THE 2022 CRM TOP 100

Appears in the **July/August** issue.

The CRM Top 100 highlights the hottest trends and technologies in customer service, marketing, and sales and identifies the Top 100 CRM solutions providers in those three areas.

*A more complete list of CRM companies will appear in our 2022 Buyers Guide, available on our website (DestinationCRM.com).*

## ➔ THE 2022 CRM INDUSTRY AWARDS

Appears in the **September** issue.

### **Industry Leader Awards**

Industry analysts and consultants help our editors identify the top five vendors providing customer service, sales, and marketing services and technologies across a number of categories, including contact center infrastructure, workforce optimization, contact center analytics, contact center outsourcing, enterprise CRM suite, midmarket/SMB CRM suite, marketing automation, sales force automation, customer data platforms, and business intelligence.

### **Conversation Starters**

This award recognizes emerging or turnaround companies that have made a significant impression on the contact center, marketing, or sales industries in the past year.

*Additional details about the awards are available on our website (DestinationCRM.com.)*



*You provide comprehensive insights on emerging technology, trends, and how to achieve new marketing growth and customer fulfillment. Good ideas come from CRM."*

VICE PRESIDENT, MARKETING INNOVATION  
**DEMAND GEN ASSOCIATES**

## 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, including the latest research from CRM industry analysts.*

### **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 the hard and soft business benefits that companies achieved using CRM solutions.*

### **COLUMNS:**

*Connect, Customer Experience, The Next Step, The Last Line, Reality Check, Scouting Report, Small Business Buzz, Tipping Point, and Voice of the Customer, written by some of the top analysts and consultants in the CRM industry.*

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