

# 2020 EDITORIAL CALENDAR

KEY: **Special Issue**

ISSUE	CLOSE DATES	MARKETING/ BUSINESS INTELLIGENCE FEATURES	SALES/ENTERPRISE STRATEGIES FEATURES	CUSTOMER SERVICE FEATURES	CONFERENCES, SPONSORSHIP OPPORTUNITIES, AND LEAD-GENERATION PROGRAMS
<b>JANUARY/ FEBRUARY</b>	Space Close: 11/20/19  Ads/Copy: 12/2/19  Mail Date: 12/31/19	Choosing the Right Customer Data Platform	The Promise of 5G in the Sales Cycle	An Omnichannel Update: Which Customer Service Channels Will Be Most in Demand in 2020?	<b>BEST PRACTICES PROGRAMS</b> <ul style="list-style-type: none"> <li>CRM Megatrends to Watch in 2020: A Preview of Forces Driving Customer Technologies in 2020</li> <li>Customer Communications Management – The Key to Consistent Communications</li> </ul> <b>ROUNDTABLE WEBCASTS</b> <ul style="list-style-type: none"> <li>CRM Megatrends to Watch in 2020: A Preview of Forces Driving Customer Technologies in 2020 (Roundtable Date: <b>1/22/2020</b>)</li> <li>Data Quality: The Key Ingredient in a Data-Driven Customer Strategy (Roundtable Date: <b>1/29/2020</b>)</li> <li>Is Voice-First Technology a Must-Have in 2020 and Beyond? (Roundtable Date: <b>2/12/2020</b>)</li> <li>Customer Journey Analytics: Delivering the Best Possible Customer Experience (Roundtable Date: <b>2/26/2020</b>)</li> </ul>
<b>MARCH</b>	Space Close: 1/13/20  Ads/Copy: 1/20/20  Mail Date: 2/14/20	Location Intelligence: Using Geographic Data to Increase Targeting and Personalization	Tips for Creating Customer Personas and Look-Alike Models to Improve Sales Calls	Where in the World: An Outsourcer Update. Where Are Outsourcers Opening New Contact Centers and Why?	<b>BEST PRACTICES PROGRAMS</b> (Marketed in February Online/March Print Issue) <ul style="list-style-type: none"> <li>Cloud Contact Center Solutions</li> <li>Mobile-First Customer Care</li> </ul> <b>BEST PRACTICES PROGRAMS</b> (Marketed in March Online/March Print Issue) <ul style="list-style-type: none"> <li>AI-Based Speech Analytics for Actionable Insights</li> <li>Self-Service for Higher Customer Satisfaction</li> </ul> <b>ROUNDTABLE WEBCASTS</b> <ul style="list-style-type: none"> <li>AI and the Contact Center (Roundtable Date: <b>3/11/2020</b>)</li> <li>Smarketing: The Integration of Sales and Marketing (Roundtable Date: <b>3/25/2020</b>)</li> </ul>
<b>APRIL</b>	Space Close: 2/10/20  Ads/Copy: 2/18/20  Mail Date: 3/13/20	Getting Back to Basics With Direct Mail: Is There Still Value in Letting the Post Office Deliver Your Marketing Message?	Ensuring Customers Pick Up the Phone When Your Sales Reps Call	Zero-Contact Resolution: The Agentless Interaction	<b>BEST PRACTICES PROGRAMS</b> <ul style="list-style-type: none"> <li>Customer Authentication, Identity Resolution, &amp; Voice Biometrics</li> <li>Creating a Great Omnichannel Experience for Great Customer Experiences</li> </ul> <b>ROUNDTABLE WEBCASTS</b> <ul style="list-style-type: none"> <li>Voice-of-the-Customer Programs for Better Customer Experiences (Roundtable Date: <b>4/8/2020</b>)</li> <li>Business Intelligence and Customer Analytics: Uncovering Hidden Value (Roundtable Date: <b>4/22/2020</b>)</li> </ul>

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CRM Magazine has resulted in us looking differently at our CRM solution and has helped us to realize our full potential.”

DIRECTOR OF INFORMATION TECHNOLOGY  
GRAVER WATER SYSTEMS, LLC

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<b>MAY</b>	Space Close: 3/12/20 Ads/Copy: 3/19/20 Mail Date: 4/15/20	Marketing to Take Advantage of Voice Search	Selling With 3D Visualization	Influencer Marketing in Customer Service	<b>BEST PRACTICES PROGRAMS</b> <ul style="list-style-type: none"> <li>How Do You Measure Customer Experience?</li> <li>Customer Data Platforms for a Unified View of the Customer</li> </ul> <b>ROUNDTABLE WEBCASTS</b> <ul style="list-style-type: none"> <li>Cognitive Customer Service and Support (<i>Roundtable Date: 5/6/2020</i>)</li> <li>Creating a Customer Engagement Center (<i>Roundtable Date: 5/20/2020</i>)</li> </ul>
<b>JUNE</b>	Space Close: 4/13/20 Ads/Copy: 4/20/20 Mail Date: 5/15/20	Zero-Party Data: How to Get It and Put It to Good Use	Demystifying Cryptocurrencies and What Customer Data They Can Provide	Advanced Identity Resolution in the Contact Center	<b>BEST PRACTICES PROGRAMS</b> <ul style="list-style-type: none"> <li>Smart Customer Service Transformation</li> <li>Conversational AI Use Cases in Customer Service</li> </ul> <b>ROUNDTABLE WEBCASTS</b> <ul style="list-style-type: none"> <li>Why Is Customer Experience So Darn Important? And How to Improve Your CX Efforts (<i>Roundtable Date: 6/3/2020</i>)</li> <li>Smart IVRs for Better Customer Experiences (<i>Roundtable Date: 6/17/2020</i>)</li> </ul>
<b>JULY/ AUGUST</b>	Space Close: 5/22/20 Ads/Copy: 6/1/20 Mail Date: 6/26/20	<b>THE CRM TOP 100:</b> The Hottest Marketing Trends and Technologies of 2020	<b>THE CRM TOP 100:</b> The Hottest Sales Trends and Technologies of 2020	<b>THE CRM TOP 100:</b> The Hottest Customer Service Trends and Technologies of 2020	<b>BEST PRACTICES PROGRAMS</b> <ul style="list-style-type: none"> <li>Customer Journey Analytics: Delivering the Best Possible Customer Experience</li> <li>Business Intelligence and Customer Analytics: Uncovering Hidden Value</li> </ul> <b>ROUNDTABLE WEBCASTS</b> <ul style="list-style-type: none"> <li>Mobile-First Customer Care (<i>Roundtable Date: 7/15/2020</i>)</li> <li>AI-Based Speech Analytics for Actionable Insights (<i>Roundtable Date: 7/29/2020</i>)</li> <li>How Do You Measure Customer Experience? (<i>Roundtable Date: 8/12/2020</i>)</li> <li>Customer Data Platforms for a Unified View of the Customer (<i>Roundtable Date: 8/26/2020</i>)</li> </ul>

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*I love CRM magazine! It is my go to resource for the CRM industry. It's refreshing to know what others are doing and what is working well for them. I have learned a lot of useful information that can be implemented at my institution."*

AVP, RETAIL ANALYST & CRM MANAGER  
**JEFFERSON BANK**

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<b>SEPTEMBER</b>	Space Close: 7/13/20 Ads/Copy: 7/20/20 Mail Date: 8/14/20	<b>The CRM Industry Leader Awards</b>			<p><b>BEST PRACTICES PROGRAMS</b> (Marketed in August Online/September Print Issue)</p> <ul style="list-style-type: none"> <li>Why Is Customer Experience So Darn Important? And How to Improve Your CX Efforts</li> <li>Cognitive Customer Service and Support</li> </ul> <p><b>BEST PRACTICES PROGRAMS</b> (Marketed in September Online/September Print Issue)</p> <ul style="list-style-type: none"> <li>AI and the Contact Center</li> <li>Smarter Marketing: The Integration of Sales and Marketing</li> </ul> <p><b>ROUNDTABLE WEBCASTS</b></p> <ul style="list-style-type: none"> <li>Cloud Contact Center Solutions (Roundtable Date: <b>9/16/2020</b>)</li> <li>Self-Service for Higher Customer Satisfaction (Roundtable Date: <b>9/30/2020</b>)</li> </ul>
<b>OCTOBER</b>	Space Close: 8/12/20 Ads/Copy: 8/19/20 Mail Date: 9/16/20	Tips for Using Statistical Modeling in Digital Marketing	Using Your Digital Platform to Drive In-Store Foot Traffic and Sales	Enabling Agent and Customer Co-Browsing	<p><b>BEST PRACTICES PROGRAMS</b></p> <ul style="list-style-type: none"> <li>Is Voice-First Technology a Must-Have in 2020 and Beyond?</li> <li>Data Quality: The Key Ingredient in a Data-Driven Customer Strategy</li> </ul> <p><b>ROUNDTABLE WEBCASTS</b></p> <ul style="list-style-type: none"> <li>Creating a Great Omnichannel Experience for Great Customer Experiences (Roundtable Date: <b>10/7/2020</b>)</li> <li>Conversational AI Use Cases in Customer Service (Roundtable Date: <b>10/21/2020</b>)</li> </ul>
<b>NOVEMBER/ DECEMBER</b>	Space Close: 10/12/20 Ads/Copy: 10/19/20 Mail Date: 11/13/20	SEO Marketing: Keeping Up With the Ever-Changing Algorithms	Building a B2B2C Mindset	Predictive Customer Service: Tips for Identifying and Addressing Customer Issues Before a Problem Develops	<p><b>BEST PRACTICES PROGRAMS</b></p> <ul style="list-style-type: none"> <li>Voice-of-the-Customer Programs for Better Customer Experiences</li> <li>Smart IVRs for Better Customer Experiences</li> </ul> <p><b>ROUNDTABLE WEBCASTS</b></p> <ul style="list-style-type: none"> <li>Customer Authentication, Identity Resolution, &amp; Voice Biometrics (Roundtable Date: <b>11/4/2020</b>)</li> <li>Customer Support Transformation for 2020 (Roundtable Date: <b>11/18/2020</b>)</li> <li>2021 Contact Center Innovations: A Preview (Roundtable Date: <b>12/2/2020</b>)</li> <li>Customer Communications Management—The Key to Consistent Communications (Roundtable Date: <b>12/16/2020</b>)</li> </ul>

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## ➔ THE 2020 CRM TOP 100

Appears in the **July/August 2020** 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 2020 Buyers Guide, available on our website (DestinationCRM.com).*

## ➔ THE 2020 CRM MARKET LEADER AWARDS

Appears in the **September 2020** issue.

### **Customer Service Leader Awards**

Industry analysts and consultants help our editors identify the leading vendors providing contact center services and technologies across a number of categories, including 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.

### **Sales and Marketing Leader Awards**

Industry analysts and consultants help our editors identify the leading vendors providing sales and marketing technologies across a number of categories, including enterprise, midmarket, and small business CRM suite; marketing automation; sales force automation; data quality; business intelligence; and sales performance management.

### **Rising Stars**

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.)*

## 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 hard and soft business benefits and how they were achieved.*

### **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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“*Wonderfully balanced coverage, innovative thinking and strategy, providing better insights of ‘how to’ be better than our competitors”*

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PRESIDING BISHOP**