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CRM MAGAZINE **WEBINARS**

Connect with decision makers in customer experience, CRM, and contact centers. Bring your expertise—we'll handle promotion, registration, and production.

29+	60-minute	Live + on-demand
years producing web events	live programs	lead generation

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SOLO WEBINAR

An event built around your message.

As the sole sponsor, shape the session around your topic and expertise, with room for presentations, demonstrations, and audience questions.

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Bring your perspective to an industry conversation.

Join fellow sponsors for a discussion of a scheduled CRM, customer experience, or contact center topic, moderated by *CRM* Magazine's publisher.

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Generate qualified leads

Generate qualified registrations from pre-event promotion, the live event, and on-demand viewing.

CRM magazine promotion and hosting

Reach our established audience through email, destinationCRM.com, and social channels.

Complete event management

Marketing, registration, technology, production, and post event follow-up.

LET'S FIND YOUR TOPIC AND DATE

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EXPLORE THE SCHEDULE

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Producing sponsored webinars since 1998.

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When you sponsor a *CRM* magazine webinar, you put an experienced team in charge of promotion, registration, production, the live presentation, and follow-up. Your experts bring the subject knowledge. We manage the program.

A Defined Program. Specific Deliverables.

Your sponsorship includes a contracted program of promotional and production services.

Promotion & Audience Recruitment

- Targeted email invitations to CRM Media's audience and your prospect list
- Banner promotion on destinationCRM.com
- Promotion through CRM's LinkedIn, X, and Facebook channels
- Coordination with related Information Today, Inc. media properties

Registration & Attendee Communications

- Customized registration forms with sponsor-defined qualifying questions
- Confirmation emails, calendar invitations, and scheduled reminders
- Phone outreach to registrants
- Registration management for live and on-demand participation

Production & Live Presentation

- Complete production and technical management of your 1-hour webinar
- Hosting and moderation by *CRM* magazine's publisher
- Management of the live presentation and audience Q&A
- Support for polling, surveys, video clips, and demonstrations

Follow-Up & Lead Delivery

- Access to all registrants, including those who register but do not attend
- Post-event emails linking attendees and no-shows to the recording
- A searchable archive on destinationCRM.com
- Continued collection of on-demand registrations

An experienced producer. An established audience. A complete program managed for you.

Updated 10/5/2026

2027 ROUNDTABLE/WEBINAR SCHEDULE

DATE	ROUNDTABLE TITLE	ROUNDTABLE TOPIC DESCRIPTION	TAGS
Jan. 13	**2027 CX Megatrends:** What's Next for Customer Experience?	A look at the technologies, customer expectations, and investment priorities shaping CX in 2027—and where organizations are finding opportunities to improve.	*CX Strategy, AI, Trends*
Jan. 27	**The AI-Powered Contact Center:** What Changes in 2027	How AI is changing contact center operations, from self-service and agent assistance to quality management, with a focus on practical applications and measurable improvements.	*Contact Center, AI, Automation*
Feb. 10	**Smarter Self-Service:** The Path to Effortless Resolution	How conversational AI, connected knowledge, and automation help customers resolve more complex issues themselves while making the transition to human assistance easier.	*Self-Service, AI, Knowledge*
Feb. 24	**CRM in the Age of AI:** From System of Record to System of Action	How AI-enabled CRM connects customer information to recommendations, workflows, and actions that help sales, marketing, and service teams respond more effectively.	*CRM, AI, Customer Engagement*
Mar. 10	**AI-Ready Knowledge:** The Foundation for Better CX	What it takes to make enterprise knowledge accessible, reliable, and useful to AI—and why content quality and governance matter as much as the models themselves.	*Knowledge Management, AI, Governance*
Mar. 31	**Conversation Intelligence:** Turning Every Interaction into Insight	How analyzing customer conversations reveals recurring problems, emerging needs, and successful behaviors that can inform decisions across service, sales, and CX.	*Conversation Intelligence, Analytics, CX*
Apr. 14	**Agentic AI:** From Pilots to Production	The practical requirements for deploying AI agents at scale, including connecting business systems, defining responsibilities, and managing performance beyond the pilot.	*Agentic AI, Integration, Automation*
Apr. 28	**Customer Journey Orchestration:** Don't Just Map the Journey—Change It	How organizations connect customer data, decisioning, and workflows to coordinate experiences across channels and respond as customer needs change.	*Journey Orchestration, Data, Personalization*
May 12	**Reimagining Agent Experience:** AI, Automation, and the Human Advantage	How AI assistance, better knowledge access, and redesigned workflows can reduce routine work and help agents handle the interactions that require human judgment.	*Agent Experience, AI, Workforce*
May 26	**Proactive Customer Service:** Solve the Problem Before the Customer Calls	How customer signals, predictive analytics, and automated outreach help organizations detect problems earlier and resolve them with less effort for the customer.	*Proactive Service, Analytics, Automation*
Jun. 9	**Proving the Value of AI:** The New CX Business Case	How CX leaders evaluate AI investments, connect operational improvements to financial outcomes, and build a credible case for expanding successful deployments.	*AI, ROI, CX Strategy*
Jun. 30	**The New Voice of the Customer:** From Feedback to Action	How organizations combine feedback, conversations, and behavioral data to identify meaningful improvements—and get those insights to the teams that can act on them.	*Voice of the Customer, Analytics, Data*

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2027 ROUNDTABLE/WEBINAR SCHEDULE *(Continued)*

DATE	ROUNDTABLE TITLE	ROUNDTABLE TOPIC DESCRIPTION	TAGS
Jul. 14	**Autonomous Customer Service:** How Far Should AI Go?	Where autonomous service can deliver dependable resolution, where human involvement remains essential, and how organizations establish the controls and handoffs that support both.	*Autonomous Service, AI, Customer Trust*
Jul. 28	**AI Agents for Sales:** From Prospecting to Pipeline	How AI agents support prospect research, outreach, follow-up, and pipeline management, with a focus on fitting those capabilities into existing sales processes.	*Sales, Agentic AI, CRM*
Aug. 11	**The High-Performance Contact Center:** Coaching, Quality, and AI	How AI-powered quality management and coaching help contact centers identify effective behaviors, target performance gaps, and extend successful practices across the team.	*Quality Management, Coaching, AI*
Aug. 25	**The Real-Time Customer Experience:** Right Customer. Right Moment. Right Action.	How real-time customer data and decisioning help organizations recognize important moments and deliver relevant responses while there is still an opportunity to influence the outcome.	*Real-Time CX, Personalization, Decisioning*
Sep. 15	**The Knowledge-Driven Customer Experience:** Put Trusted Answers Everywhere They're Needed	How connected knowledge supports consistent, contextual answers across employee tools, customer self-service, and AI-powered interactions.	*Knowledge Management, Self-Service, AI*
Sep. 29	**Why Are Your Customers Calling?** Find—and Fix—the Problems Behind Customer Contacts	How interaction analytics and operational data uncover the causes of repeat contacts, helping organizations address underlying problems and reduce avoidable service demand.	*Contact Analytics, Service Improvement, CX*
Oct. 13	**The Connected Customer:** Breaking Down Data and Channel Silos	How unified customer information and connected channels help teams preserve context, coordinate engagement, and deliver a more consistent experience across the relationship.	*Customer Data, Omnichannel, Integration*
Oct. 27	**The Customer Service Platform:** Bringing Automation, Data, and People Together	How service platforms bring AI, knowledge, customer data, and workflows into a coordinated environment that supports both automated resolution and human assistance.	*Service Platforms, Automation, Integration*
Nov. 3	**The New Rules of Marketing:** From Campaigns to Customer Relationships	How marketers use CRM, AI, and customer data to build ongoing engagement with communications and experiences that evolve as the relationship develops.	*Marketing, CRM, Customer Engagement*
Nov. 17	**CX Success Stories 2027:** What Worked and Why	A review of real-world CX initiatives, examining the technology choices, implementation decisions, and measurable results behind successful programs.	*CX Strategy, Case Studies, ROI*
Dec. 1	**Enterprise AI for CX:** Integration, Governance, and Scale	How organizations connect AI initiatives across functions, establish shared governance, and build the infrastructure needed to expand adoption while maintaining accountability.	*Enterprise AI, Governance, Integration*
Dec. 15	**The Customer Growth Loop:** Win Them. Keep Them. Grow the Relationship.	How marketing, sales, and service coordinate customer insight and engagement to improve retention, identify expansion opportunities, and grow long-term customer value.	*Customer Growth, Retention, CRM*