

# SOLO & ROUNDTABLE WEB EVENT DELIVERABLES

## ➤ ROUNDTABLE WEB EVENTS *(see schedule on page 20)*

### ➤ 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](https://www.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 40,000-name database
- › Banner advertising on [destinationCRM.com](https://www.destinationCRM.com)
- › Posts to all of *CRM*'s social networks: Twitter, Facebook, and LinkedIn
- › 3 advertisements in *CRM*'s *eWeekly* HTML newsletter with 46,000 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](https://www.destinationCRM.com) for extended lead generation
- › Complete production and management of the technology
- › Sponsored webcast archived on [destinationCRM.com](https://www.destinationCRM.com)

# 2022 ROUNDTABLE SCHEDULE

Month	Roundtable Date	Title	Best Practices Issue
January	1/12/22	<b>Megatrends</b> in Customer Technology: Expert Predictions for 2022 and Beyond	January/February Issue
	1/26/22	<b>Voice-of-the-Customer</b> Programs Guide CX Improvement	April Issue
February	2/2/22	<b>Contact Center as a Service (CaaS)</b> : Why Now Is the Time	May Issue
	2/16/22	<b>Customer Journey Management</b> for Maximum Customer Engagement	May Issue
March	3/2/22	The Power of <b>Personalization</b> in Customer Experience	June Issue
	3/16/22	CX Connect Virtual Conference	
	3/17/22	CX Connect Virtual Conference	
	3/30/22	AI-Powered <b>Self-Service</b> : The Next Step in Empowering Your Customers	June Issue
April	4/6/22	<b>Contact Center Analytics</b> : Actionable Intelligence at the Point of Service	September Issue
	4/27/22	<b>Smart Customer Service Done Right</b> : Real-World Success Stories From the Field	July/August Issue
May	5/11/22	Creating an <b>Omnichannel Strategy</b> for Seamless Customer Journeys	September Issue
	5/25/22	<b>Conversational AI</b> : The Promise of Intelligent Customer Support	November/December Issue
June	6/1/22	<b>Speech Analytics</b> in the Contact Center	March Issue
	6/15/22	<b>Data Quality</b> Challenges for a Data-Driven Decade	November/December Issue
July	7/13/22	Digital Transformation of the <b>Contact Center</b>	April Issue
	7/27/22	The <b>Management of Customer Experiences</b>	November/December Issue
August	8/17/22	<b>Work Smarter, Not Harder, With Workforce Optimization</b>	October Issue
	8/24/22	<b>Sales Enablement</b> Tools for 21st-Century Sales Teams	January/February Issue
	8/31/22	Welcome to the <b>Customer Experience Center!</b>	July/August Issue
September	9/14/22	<b>Customer Journey Analytics</b> : Actionable Insights That Drive Revenue Growth	July/August Issue
	9/28/22	<b>Customer Data Platforms</b> for True Personalization	March Issue
October	10/12/22	<b>Happier Agents Create Happier Customers</b>	July/August Issue
	10/26/22	<b>Identity Verification</b> in a Scary World	January/February Issue
November	11/2/22	<b>2022 Contact Center Innovations</b> —Successful Case Study Snapshots	November/December Issue
	11/16/22	How to Deliver <b>Exceptional Customer Experiences</b>	January/February Issue
December	12/7/22	<b>AI &amp; Bots</b> in Customer Care	October Issue

*Schedule is subject to change.*