

Best Practices

# 2017 MEGATRENDS

## CRM Predictions from Top Industry Experts



Join us in this perennial favorite of *CRM* magazine's readers and give us your predictions of what technologies and solutions will jump to the forefront this year.

We're hearing a lot about Artificial Intelligence, machine learning, the Internet of Things, but is this their year to breakout into useful technologies? Or is this just the opening phase of the hype cycle?

This is a great opportunity to have one of your senior executives go on record with their predictions of what 2017 will reveal as the next irresistible technology, trend, or mass movement in the CRM market.

Our readers are anxious to get a preview of what they should be looking for in 2017 and the trends that will offer long term competitive advantage.

In *CRM* magazine's **January 2017 Issue**

Reservations Due: **November 18, 2016** | Content Due: **November 22, 2016**

■ Also in January: THE STATE OF IVRs IN 2017

## 2017 ROUNDTABLES

January 2017

**THE STATE OF IVRs IN 2017**

Roundtable Date: January 25, 2017

February 2017

**CUSTOMER ENGAGEMENT STRATEGIES FOR BUILDING BRANDS**

Roundtable Date: February 8, 2017

**ANALYTICS: DATA-DRIVEN RELATIONSHIPS FOR BETTER CUSTOMER EXPERIENCES**

Roundtable Date: February 22, 2017

March 2017

**SALES TOOLS THAT HELP DRIVE REVENUE**

Roundtable Date: March 1, 2017

**MAKING THE TRANSITION FROM MULTICHANNEL TO OMNICHANNEL CUSTOMER SERVICE**

Roundtable Date: March 8, 2017

**INTERNET OF THINGS MEETS CRM**

Roundtable: March 22, 2017

April 2017

**DESIGNING AN INTELLIGENT CONTACT CENTER FOR COMPETITIVE ADVANTAGE**

Roundtable Date: April 5, 2017

**MARKETING SOLUTIONS AND AUTOMATING PROCESSES**

Roundtable Date: April 19, 2017

May 2017

**LEVERAGING SALESFORCE SERVICE CLOUD WITH APPEXCHANGE SOLUTIONS**

Roundtable Date: May 3, 2017

**KNOWLEDGE MANAGEMENT: THE KEY TO EFFECTIVE CUSTOMER SERVICE**

Roundtable Date: May 17, 2017

June 2017

**THE PROMISE OF WEBRTC IN THE CONTACT CENTER**

Roundtable Date: June 7, 2017

**CUSTOMER JOURNEY MAPPING TO CRAFT SUPERIOR CUSTOMER EXPERIENCES**

Roundtable Date: June 21, 2017

July 2017

**SMART CUSTOMER SERVICE ENGAGES CUSTOMERS**

Roundtable Date: July 12, 2017

**USING VOICE OF THE CUSTOMER STRATEGIES FOR BETTER CUSTOMER INSIGHTS**

Roundtable Date: July 26, 2017

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- A behind-the-scenes look at your technology solution and why it's important

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2017 SCHEDULE & RATES	2017 ROUNDTABLE SCHEDULE
<p>Standard – 1 page (750 words) \$7,500 net Silver – 2 pages (1,500 words) \$10,500 net Gold – 3 pages (2,250 words) \$14,000 net Platinum – 4 pages (3,000 words) \$16,500 net</p>	<p>Participation in Webinar Roundtable – \$8,500</p>
<p>January 2017 <b>2017 MEGATRENDS: CRM PREDICTIONS FROM TOP INDUSTRY EXPERTS</b> <b>ANALYTICS: DATA-DRIVEN RELATIONSHIPS FOR BETTER CUSTOMER EXPERIENCES</b> Reservations Due: 10/28/16 • Content Due: 11/16/16</p>	<p>January 2017 <b>THE STATE OF IVRs IN 2017</b> Roundtable Date: January 25, 2017</p>
<p>February 2017 <b>MAKING THE TRANSITION FROM MULTICHANNEL TO OMNICHANNEL CUSTOMER SERVICE</b> <b>THE STATE OF IVRs IN 2017</b> Reservations Due: 12/2/16 • Content Due: 12/15/16</p>	<p>February 2017 <b>CUSTOMER ENGAGEMENT STRATEGIES FOR BUILDING BRANDS</b> Roundtable Date: February 8, 2017 <b>ANALYTICS: DATA-DRIVEN RELATIONSHIPS FOR BETTER CUSTOMER EXPERIENCES</b> Roundtable Date: February 22, 2017</p>
<p>March 2017 <b>DESIGNING AN INTELLIGENT CONTACT CENTER FOR COMPETITIVE ADVANTAGE</b> <b>MARKETING SOLUTIONS AND AUTOMATING PROCESSES</b> Reservations Due: 1/6/17 • Content Due: 1/19/17</p>	<p>March 2017 <b>SALES TOOLS THAT HELP DRIVE REVENUE</b> Roundtable Date: March 1, 2017 <b>MAKING THE TRANSITION FROM MULTICHANNEL TO OMNICHANNEL CUSTOMER SERVICE</b> Roundtable Date: March 8, 2017 <b>INTERNET OF THINGS MEETS CRM</b> Roundtable: March 22, 2017</p>
<p>April 2017 <b>CUSTOMER ENGAGEMENT STRATEGIES FOR BUILDING BRANDS</b> <b>KNOWLEDGE MANAGEMENT: THE KEY TO EFFECTIVE CUSTOMER SERVICE</b> Reservations Due: 2/3/17 • Content Due: 2/16/17</p>	<p>April 2017 <b>DESIGNING AN INTELLIGENT CONTACT CENTER FOR COMPETITIVE ADVANTAGE</b> Roundtable Date: April 5, 2017 <b>MARKETING SOLUTIONS AND AUTOMATING PROCESSES</b> Roundtable Date: April 19, 2017</p>
<p>May 2017 <b>THE PROMISE OF WEBRTC IN THE CONTACT CENTER</b> <b>CUSTOMER JOURNEY MAPPING TO CRAFT SUPERIOR CUSTOMER EXPERIENCES</b> Reservations Due: 3/3/17 • Content Due: 3/17/17</p>	<p>May 2017 <b>LEVERAGING SALESFORCE SERVICE CLOUD WITH APEXCHANGE SOLUTIONS</b> Roundtable Date: May 3, 2017 <b>KNOWLEDGE MANAGEMENT: THE KEY TO EFFECTIVE CUSTOMER SERVICE</b> Roundtable Date: May 17, 2017</p>
<p>June 2017 <b>SMART CUSTOMER SERVICE ENGAGES CUSTOMERS</b> <b>SALES TOOLS THAT HELP DRIVE REVENUE</b> Reservations Due: 3/31/17 • Content Due: 4/18/17</p>	<p>June 2017 <b>THE PROMISE OF WEBRTC IN THE CONTACT CENTER</b> Roundtable Date: June 7, 2017 <b>CUSTOMER JOURNEY MAPPING TO CRAFT SUPERIOR CUSTOMER EXPERIENCES</b> Roundtable Date: June 21, 2017</p>
<p>July 2017 <b>VIEW FROM THE TOP: INSIGHTS FROM INDUSTRY VISIONARIES</b> <b>BUYER'S GUIDE</b> <b>CUSTOMER EXPERIENCE MANAGEMENT FOR BUILDING CUSTOMER LOYALTY</b> Reservations Due: 5/5/17 • Content Due: 5/18/17</p>	<p>July 2017 <b>SMART CUSTOMER SERVICE ENGAGES CUSTOMERS</b> Roundtable Date: July 12, 2017 <b>USING VOICE OF THE CUSTOMER STRATEGIES FOR BETTER CUSTOMER INSIGHTS</b> Roundtable Date: July 26, 2017</p>