


2017 EDITORIAL CALENDAR

KEY: **Awards Issue**

ISSUE	CLOSE DATES	SALES & ENTERPRISE STRATEGY FEATURES	MARKETING & BUSINESS INTELLIGENCE FEATURES	CUSTOMER SERVICE FEATURES	ADVERTISING SUPPLEMENTS (BEST PRACTICES)
JANUARY	Editorial Close: 10/21 Space Close: 11/1	Outlook 2017	How to Succeed with Mobile Messaging	Customer Service Strategy Q&A	BEST PRACTICES TOPICS <ul style="list-style-type: none"> 2017 Megatrends: CRM Predictions from Top Industry Experts Analytics: Data driven Relationships for Better Customer Experiences WEBCAST ROUNDTABLES <ul style="list-style-type: none"> The State of IVRs in 2017 (<i>Broadcast Date: January 25, 2017</i>)
FEBRUARY	Editorial Close: 11/18 Space Close: 12/5	The Emergence of Sales Platform Technologies	How to Craft a Compelling Story for Your Brand	Leveraging Peer-Review Sites for Customer Service	BEST PRACTICES TOPICS <ul style="list-style-type: none"> Making the Transition from Multichannel to Omnichannel Customer Service The State of IVRs in 2017 WEBCAST ROUNDTABLES <ul style="list-style-type: none"> Customer Engagement Strategies for Building Brands (<i>Broadcast Date: February 8, 2017</i>) Analytics: Data-Driven Relationships for Better Customer Experiences (<i>Broadcast Date: February 22, 2017</i>)
MARCH	Editorial Close: 12/16 Space Close: 1/3	Common Sales Mistakes and How to Solve Them	Predictive and Prescriptive Analytics	How to Assess Agents' Writing Skills	BEST PRACTICES TOPICS <ul style="list-style-type: none"> Designing an Intelligent Contact Center for Competitive Advantage Marketing Solutions and Automating Processes WEBCAST ROUNDTABLES <ul style="list-style-type: none"> Sales Tools That Help Drive Revenue (<i>Broadcast Date: March 1, 2017</i>) Making the Transition from Multichannel to Omnichannel Customer Service (<i>Broadcast Date: March 8, 2017</i>) Internet of Things Meets CRM (<i>Broadcast Date: March 22, 2017</i>)
 <p>CRM Magazine's 20th Anniversary Issue</p>					
APRIL	Editorial Close: 1/20 Space Close: 1/30	CRM Service Awards	CRM Service Awards	CRM Service Awards	BEST PRACTICES TOPICS <ul style="list-style-type: none"> Customer Engagement Strategies for Building Brands Knowledge Management: The Key to Effective Customer Service WEBCAST ROUNDTABLES <ul style="list-style-type: none"> Designing an Intelligent Contact Center for Competitive Advantage (<i>Broadcast Date: April 5, 2017</i>) Marketing Solutions and Automating Processes (<i>Broadcast Date: April 19, 2017</i>)
<p>CRM Evolution Customer Service Experience Conferences & Exhibitions April 24-26, 2017 Washington Marriott Wardman Park</p>					

CRM magazine's monthly PR editorial preview includes deadlines, writers' contact information, and detailed article descriptions. To be added to our Editorial Preview Distribution List, sign up at http://www.destinationcrm.com/About/How_to_Advertise.

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MAY	Editorial Close: 2/17 Space Close: 3/7	How to Maximize Your CRM Investment	Marketing Strategy Q&A	Bots in Customer Service	BEST PRACTICES TOPICS <ul style="list-style-type: none"> The Promise of WebRTC in the Contact Center Customer Journey Mapping to Craft Superior Customer Experiences WEBCAST ROUNDTABLES <ul style="list-style-type: none"> Leveraging Salesforce Service Cloud with AppExchange Solutions (<i>Broadcast Date: May 3, 2017</i>) Knowledge Management: The Key to Effective Customer Service (<i>Broadcast Date: May 17, 2017</i>)
JUNE	Editorial Close: 3/17 Space Close: 4/11	The Benefits of Cognitive Computing	How to Capture and Utilize IoT Info	Promoting Empathy in Customer Service	BEST PRACTICES TOPICS <ul style="list-style-type: none"> Smart Customer Service Engages Customers Sales Tools That Help Drive Revenue WEBCAST ROUNDTABLES <ul style="list-style-type: none"> The Promise of WebRTC in the Contact Center (<i>Broadcast Date: June 7, 2017</i>) Customer Journey Mapping to Craft Superior Customer Experiences (<i>Broadcast Date: June 21, 2017</i>)
JULY	Editorial Close: 4/21 Space Close: 5/9	7 Lies That Are Ruining Our Customer Relationships	Account-Based Marketing Landscape	Latest Trends in Field Service and Support Tech	BEST PRACTICES TOPICS <ul style="list-style-type: none"> View from the Top: Insights from Industry Visionaries/Buyer's Guide Customer Experience Management For Building Customer Loyalty WEBCAST ROUNDTABLES <ul style="list-style-type: none"> Smart Customer Service Engages Customers (<i>Broadcast Date: July 12, 2017</i>) Using Voice of the Customer Strategies Better Customer Insights (<i>Broadcast Date: July 26, 2017</i>)
AUGUST	Editorial Close: 5/19 Space Close: 6/6	Enterprise Strategy Q&A	How to Effectively Use Mobile Pay	Tips to Measure Customer Effort	BEST PRACTICES TOPICS <ul style="list-style-type: none"> Leveraging the Salesforce AppExchange Marketplace Proactive Customer Service Respects Customers WEBCAST ROUNDTABLES <ul style="list-style-type: none"> The Intersection of Ecommerce and CRM (<i>Broadcast Date: August 2 2017</i>) Leveraging Salesforce AppExchange for Sales & Marketing (<i>Broadcast Date: August 16, 2017</i>) Predictive & Prescriptive Analytics (<i>Broadcast Date: August 23, 2017</i>)

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SEPTEMBER	Editorial Close: 6/16 Space Close: 6/27	CRM Market Awards	CRM Market Awards	CRM Market Awards	BEST PRACTICES TOPICS <ul style="list-style-type: none"> • 2017 Contact Center Innovations • The Intersection of Ecommerce and CRM WEBCAST ROUNDTABLES <ul style="list-style-type: none"> • Proactive Customer Service Respects Customers (<i>Broadcast Date: September 13, 2017</i>) • Workforce Optimization for More Productive Employees and Happier Customers (<i>Broadcast Date: September 27, 2017</i>)
OCTOBER	Editorial Close: 7/21 Space Close: 8/8	Improve Close Rates with Email Analytics	How to Protect Against Digital Disruption	How Contact Center Design Affects Support	BEST PRACTICES TOPICS <ul style="list-style-type: none"> • Using Voice of the Customer Strategies for Better Customer Insights • Customers Prefer Self-Service WEBCAST ROUNDTABLES <ul style="list-style-type: none"> • Customer Experience Management For Building Customer Loyalty (<i>Broadcast Date: October 11, 2017</i>) • The Evolution of Contact Centers to Customer Engagement Centers (<i>Broadcast Date: October 25, 2017</i>)
NOVEMBER	Editorial Close: 8/18 Space Close: 9/5	Hottest Predictive Lead Scoring Solutions	Leveraging Augmented Reality for Marketing	Machine Learning and AI for Customer Support	BEST PRACTICES TOPICS <ul style="list-style-type: none"> • The Evolution of Contact Centers to Customer Engagement Centers • Must-Have Sales & Marketing Tools That Deliver Immediate ROI WEBCAST ROUNDTABLES <ul style="list-style-type: none"> • Business Intelligence & Analytic Solutions for Deeper Insights (<i>Broadcast Date: November 1, 2017</i>) • Customers Prefer Self-Service (<i>Broadcast Date: November 15, 2017</i>)
DECEMBER	Editorial Close: 9/15 Space Close: 10/10	Benefits of a Partner Ecosystem	Personalization at Scale	WebRTC in the Contact Center	BEST PRACTICES TOPICS <ul style="list-style-type: none"> • Business Intelligence & Analytic Solutions for Deeper Insights • Workforce Optimization for More Productive Employees and Happier Customers WEBCAST ROUNDTABLES <ul style="list-style-type: none"> • 2017 Contact Center Innovations (<i>Broadcast Date: December 6, 2017</i>) • Must-Have Sales & Marketing Tools That Deliver Immediate ROI (<i>Broadcast Date: December 13, 2017</i>)

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"I like that the magazine is strictly CRM or CRM-related info. I find the information interesting and it helps me better understand where I can take our CRM solution."

—Director, U.S. CRM Leader, PricewaterhouseCoopers, LLP

2017 EDITORIAL CALENDAR

2017 CRM SERVICE AWARDS*

*Awards Issue (SEE ONLINE INPUT FORM ON DESTINATIONCRM.COM) April 2017

- *Customer Service Leader Awards* • *Elite Practitioner Awards*
- *Customer Service Rising Stars*

CRM magazine presents its annual customer service awards.

Customer Service Leader Awards

CRM editors pick the top vendors in several categories based on a combination of weighted criteria, company direction, depth of functionality/services, and reputation for customer satisfaction.

Elite Practitioner Awards

The Elite Practitioner Awards recognize excellence in getting both hard and soft ROI results from customer service-related CRM initiatives.

Customer Service Rising Stars

This award recognizes emerging or turnaround companies which in the past year have made a significant impression on the industry.

2017 CRM MARKET AWARDS*

*Awards Issue (SEE ONLINE INPUT FORM ON DESTINATIONCRM.COM) September 2017

- *CRM Market Leader Awards* • *CRM Influential Leader Awards* • *CRM Elite Awards*

CRM magazine's 2017 CRM Market Awards recognize superior performance in three areas: ROI excellence in customer companies, individual achievement, and vendor leadership.

CRM Market Leader Awards

The top five vendors are recognized in 10 categories based on a combination of weighted criteria, including revenues and revenue growth, market share, reputation for customer satisfaction, company direction, and depth of functionality. The categories include enterprise suite CRM, midmarket suite CRM, small business suite CRM, CRM consultancies, marketing automation, SFA, data quality, business intelligence, open-source CRM, and incentive management.

Elite Practitioner Awards

The Elite Practitioner Awards recognize excellence in getting both hard and soft ROI results from CRM initiatives.

CRM Influential Leader Awards

Individuals are revealed, who, by their words and actions, have made a significant impact either within their company or on the industry in the past year. CRM magazine may also induct one chosen executive into the CRM Hall of Fame.

WHAT'S IN EVERY ISSUE

FRONT OFFICE:

Letter from CRM magazine editorial director David Myron.

INSIGHT:

News analysis of the most topical CRM stories.

REALITY CHECK:

Columnists comment on the industry.

CUSTOMER EXPERIENCE:

Customer satisfaction experts voice their views.

REAL ROI:

Sales, marketing, and customer service case studies and success stories showcase recent hard and soft ROI benefits and how they were achieved.

THE TIPPING POINT:

Industry analysts discuss trends and best practices.

PINT OF VIEW:

A lighthearted look at all things CRM.

Regular destinationCRM.com editorial opportunities

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- Conference Programming
- Webinar Moderator

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