SOLO & ROUNDTABLE WEB EVENT DELIVERABLES

▸ ROUNDTABLE WEB EVENTS *(see schedule on page 19)*

▸ 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** 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 75,000-name database

› Banner advertising on destinationCRM.com

› Posts to all of *CRM*'s social networks: Twitter, Facebook, and LinkedIn

› 3 advertisements in *CRM*'s *eWeekly* HTML newsletter with 33,000 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 for extended lead generation

› Complete production and management of the technology

› Sponsored webcast archived on destinationCRM.com

*You put on great **webinars** offering a multitude of guests making it easier for me as I go back to my team to pitch recommendations."*
VOIP TECH III SPECIALIST
VGM GROUP, INC.

2024 ROUNDTABLE **SCHEDULE**

Month	Roundtable Date	Title
January	1/17/24	2024 CX Megatrends to Watch: Expert Predictions
	1/31/24	Managing a Remote Contact Center
February	2/14/24	How to Improve Your E-Commerce Customer Experience
	2/28/24	Navigating the World of Smart Customer Service
March	3/6/24	Built to Last: CX Strategies for the Long Haul
	3/20/24	Nurturing Agent Experience in an AI Environment
April	4/3/24	AI's Role in Modern Customer Support Centers
	4/17/24	Digital-First Customer Service in a Human World
May	5/1/24	Workforce Engagement Management for Empowered Agents
	5/15/24	Managing Security and Compliance Issues in the Contact Center
	5/29/24	CDPs: Boosting Service, Marketing, & Sales
June	6/12/24	Contact Center Transformation with AI and Automation
	6/26/24	How AI-Assisted Self-Service Can Transform Your CX
July	7/10/24	How AI Can Unlock the Voice of the Customer
	7/24/24	Customer Experience Management: Real-World Solutions
August	8/7/24	Drive Revenue with Omnichannel Integration
	8/21/24	Elevate Customer Experiences with Hyper-Personalization
September	9/11/24	Chatbots, Virtual Assistants, and Generative AI: The Future of Customer Engagement
	9/25/24	Call Center Analytics for Better Customer Experiences
October	10/2/24	Conversational Customer Service: Convenience Everywhere
	10/16/24	Leveraging Omnichannel Customer Engagement to Stay Connected
November	11/6/24	Harnessing AI in Modern Customer Engagement Centers
	11/20/24	AI & Knowledge Management for Customers and Agents
December	12/4/24	2024 Contact Center Success Stories: What Went Right!

Updated 10/30/2023