

# 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](https://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!