

2021 EDITORIAL CALENDAR

The world's leading customer experience network



CONTENT FORMATS



Online Events



Research Reports



Expert Insights eBook



Guide



Global State of CX Day

JANUARY 2021

- CX marketing mistakes to avoid
- Automation in CX (APAC)

FEBRUARY 2021

- Voice of the Customer
- Cloud based contact centres Europe
- Digital CX
- ROI in CX **SOLD**

MARCH 2021

- CX APAC
- Customer self service
- Customer experience in APAC
- CX in telecoms
- Rules for self service **SOLD**

APRIL 2021

- Customer journey management
- Contact center CX
- CX metrics checklist
- Data and analytics in CX (APAC) **SOLD**
- CX in financial services

MAY 2021

- CCW ANZ
- CX in Telecoms
- Global state of CX
- Voice of the Customer
- Global state of CX day

JUNE 2021

- CX Automation
- Big book data and analytics
- CX APAC
- CX in travel and hospitality

JULY 2021

- Contact centers
- Automation and chatbots

AUGUST 2021

- Customer Communications Management
- Omnichannel CX
- CCW ANZ
- Digital CX

SEPTEMBER 2021

- CCW Asia
- Data and analytics
- Ai in CX
- Channel integration

OCTOBER 2021

- Contact centers Middle East
- Contact centers
- Voice of the Customer APAC
- CX in Retail

NOVEMBER 2021

- Digital CX
- Cloud contact centers APAC
- CCW Asia

DECEMBER 2021

- CX 2022 predictions
- Data and analytics

For more information contact John Kearns | john@cxnetwork.com >

PARTNER WITH THE WORLD'S LARGEST COMMUNITY OF CX PROFESSIONALS

ASSET DETAILS

The world's leading customer experience network



ONLINE EVENTS



✓ **Online Events average 1,000+ registrants**

- ✓ Engage active buyers in real-time
- ✓ Reduce your sales cycle with qualified sales prospects
- ✓ Educate decision-makers time and cost effectively
- ✓ Build a business case for understanding of your solutions

FEBRUARY

- > Voice of the Customer
- MARCH**
- > Customer experience in APAC
- APRIL**
- > Automation and chatbots

MAY

- > CCW ANZ
- JUNE**
- > Omnichannel
- JULY**
- > Contact centers
- AUGUST**
- > Voice of the Customer APAC
- > Omnichannel CX

SEPTEMBER

- > CCW Asia
- > Data and analytics
- OCTOBER**
- > Contact centers Middle East
- NOVEMBER**
- > Digital CX
- > Cloud contact centers APAC

RESEARCH REPORTS



✓ **Research Reports average 350+ downloads**

- ✓ Align your brand with premium thought leadership
- ✓ 12 months of targeted exposure
- ✓ Generate leads from active buyers
- ✓ Republishing rights

FEBRUARY

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- MARCH**
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- APRIL**
- > Contact center CX
- MAY**
- > Global state of CX

JUNE

- > Big book data and analytics
- AUGUST**
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- > Ai in CX

EXPERT INSIGHTS EBOOK



✓ **Monthly Expert Insights eBooks average 200+ downloads**

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NOVEMBER

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GUIDES



✓ **Guides average 2,500+ views**

- ✓ Align your brand with premium thought leadership
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JANUARY

- > CX marketing mistakes to avoid
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MARCH

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JULY

- > CX in travel and hospitality
- OCTOBER**
- > CX in retail

SURVEYS



✓ **Surveys average 100+ respondents**

- Surveys inform research reports
- Add your own questions for unique insight
- Exclusive access to survey results

MAY

- > Global state of CX Day



Engage your key prospects with targeted content and online conferences to help you drive lead gen, brand awareness and thought leadership



For more information contact **John Kearns**