

**BEING CUSTOMER-CENTRIC (FEBRUARY)**  
LOYAL TO LOYALTY  
INTENT MARKETING  
AR FOR MARKETERS  
BEYOND CRM  
CHANGES IN THE AGENCY SPACE  
DIGITAL-FIRST EVENTS  
BRICKS AND MORTAR ARE BACK

**Q1**

**Q2**

**WOMEN IN THE C-SUITE (APRIL)**  
CHATBOTS ARE GETTING BETTER  
BLOCKCHAIN: MYTH OR REALITY?  
FUTURE-PROOFING FOR DATA REGULATION  
CONVERSATIONAL COMMERCE (JUNE)

SOCIAL MEDIA:  
NEW FRONTIERS  
THE NEW C-SUITE

**VOICE IS HERE (AUGUST)**

**GETTING PERSONAL(IZED)**  
LISTENING TO CUSTOMERS  
CONSOLIDATION IN MARTECH  
ROBOTICS IN MARKETING  
EMPOWERED EMPLOYEES  
THE NEW MARKETING ORGANIZATION  
**BEING DIGITALLY NATIVE**  
PREDICTIVE MARKETING  
NEW FRONTIERS IN ECOMMERCE  
ADTECH AND ATTRIBUTION

**Q3**

**Q4**

**CDPS FINALLY EXPLAINED (DECEMBER)**  
THE ROLE OF CUSTOMER SUCCESS  
HOW TO FIX THE MARTECH STACK  
'TIS THE SEASON (AGAIN)  
DIRECT MAIL GOES DIGITAL  
VIDEO: BEST PRACTICES  
BEING CUSTOMER-CENTRIC  
**REAL WORLD AI (OCTOBER)**  
HANDS OFF MY DATA?