

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)
RETAIL AND VOICE
SOCIAL MEDIA: NEW FRONTIERS
THE NEW C-SUITE

VOICE IS HERE (AUGUST)

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

Q3

Q4

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