

Contact Management 2011 Ad Planner

Six times a year, **Contact Management** delivers a precise mix of how-to tips, strategic analysis and expert opinion to Canada's call centre professionals. That gives you six great opportunities to catch your customers and prospects when they're most receptive to your advertising message!

Contact Management is in the business of engaging readers with top quality, must-read editorial content that directly affects their jobs and how they do them. More than 5,200 Canadian contact centre managers, senior executives, customer service managers and senior IT managers rely on **Contact Management** to keep them informed and up-to-date.

Our new Editorial Calendar won't disappoint. Use it to plan your 2011 marketing efforts, and reap the benefits of an engaged audience of call centre professionals!

EDITORIAL CALENDAR 2011

January/February BOOKING: Jan 21 MATERIAL: Jan 28 MAIL: Feb 11

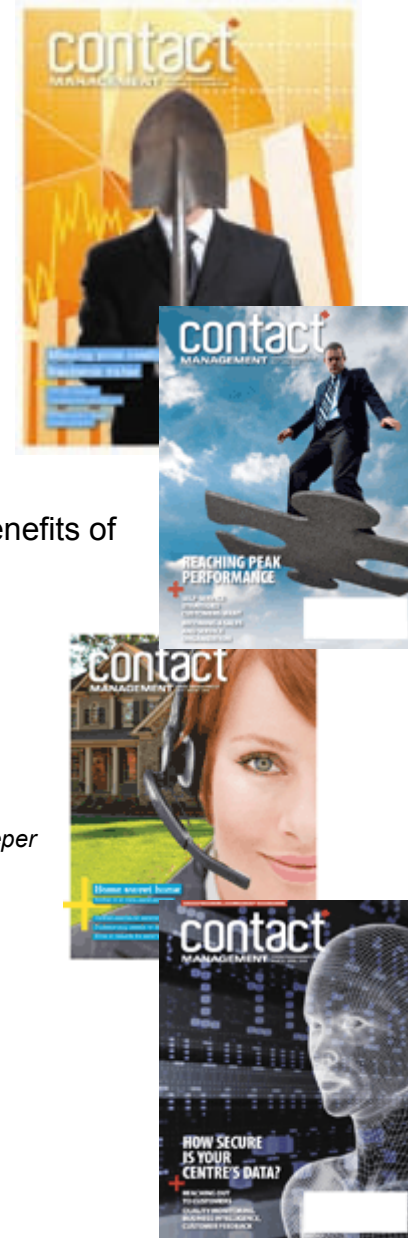
- * **Managing the multilingual call centre.** Essential how-to information for managers making the transition to multilingual call centres.
 - * **Government Call Centres -- are they working?** A new study reveals the extent to which government call centres answer caller needs.
 - * **2011 Call Centre Directory:** Our annual directory of providers of products and services to the call centre industry makes this issue a *keeper*
 - * **Software Solutions:** What's new in predictive dialers, automated call distribution (ACD) systems, agent productivity tools and more.
- Bonus distribution** -- As a directory, this issue is distributed at ALL call centre events across Canada throughout the year.

March/April BOOKING: Mar 4 MATERIAL: Mar 11 MAIL: Mar 25

- * **Unified Communications:** How to blend legacy systems with new Unified Communication technologies.
 - * **First Call Resolution:** Who's making the biggest, fastest FCR gains and how they're doing it.
 - * **Software Solutions:** What's new in Unified Communications applications, Web-based systems, customer in-queue software and more.
- Bonus distribution** -- The Manitoba Customer Contact Association Annual Conference.

May/June BOOKING: June 6 MATERIAL: June 8 MAIL: June 15

- * **Speech analytics:** How one Canadian financial institution put speech analytics to work for them.
 - * **Outsourcing:** What to look for in an outsourcing relationship and how to find the right fit for your company.
 - * **Software solutions:** What's new in Customer Relationship Management Systems, Computer Telephony Integration, VoIP systems and more.
- Bonus distribution** -- Canadian Marketing Association regional conferences



July/August **BOOKING:** July 12 **MATERIAL:** July 15 **MAIL:** July 23

- * **Customer Service:** Best practices for integrating CRM systems with customer service procedures.
- * **Social Media:** How to avoid the trolls and other hazards of social media sites.
- * **Software Solutions:** What's new in speech analytics systems, Business Intelligence software, click to chat options and more.
- * **Hardware Solutions:** Phones

Bonus distribution -- Call Centre Week Canada Conference, mid-September, **AND** the Canadian Call Management Association (CAM-X) Annual Conference, September 19-23, Montreal.

September/October **BOOKING:** Sep 6 **MATERIAL:** Sep 9 **MAIL:** Sep 16

- * **Rewards and Recognition:** Lessons learned from the best and worst of call centre incentives.
- * **Workforce Management:** How to tell the difference between change management and change leadership, and how to spot successful change leaders.
- * **Software Solutions:** What's new in workplace optimization and scheduling systems, call monitoring and recording systems, and more.

November/December **BOOKING:** Oct 17 **MATERIAL:** Oct 19 **MAIL:** Oct 28

- * **At-home agents:** Case studies of successful home-based agent programs.
- * **Communication and training:** How to quickly share and integrate knowledge at agent level.
- * **Software Solutions:** What's new in training tools, Software as a Service, HR systems and more.
- * **Hardware Solutions:** Headsets

Bonus distribution -- SQM Awards & Summit Conference, Toronto, November 17th **AND** Contact Atlantic, November 2 & 3, New Brunswick.

PLUS! Every issue of *Contact Management* is packed with regularly-featured, must-read columns offering tips, opinions and advice in these key areas. There are sponsorship opportunities for each column, which gives you unique and exclusive positioning on the page, and more. Call for details.

Technology: software, hardware, systems and networks
Facilities: location, design, furniture, security, health and safety
Readerboard: the latest industry news
Profile: insight and lessons learned from today's contact centres
Association news: news from contact centre associations from coast to coast
TechWatch -- tried and true, and emerging contact centre technology
Editor's view -- trends and developments affecting the market

New tools -- products and services new to the market
Operations -- benchmarking, strategic planning, meeting management, organizational structure
Showcase -- highlighting innovations from our advertisers (paid advertorial section)
List monitor -- news on mailing lists, marketing lists, email lists and other data for use by contact centres and for clients

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