



**Execs In The Know**

# **2021 SPONSORSHIP MEDIA KIT**

# GET ENGAGED IN 2021

2021

**“There is immense power when a group of people with similar interests gets together to work toward the same goals.”**

**– Idowu Koyenikan**

This past year has been filled with many surprises. The world’s customer experience (CX) leaders have responded to the challenge head-on with hard work, determination, and industry innovation at a record-setting pace.

In 2021, CX leaders will continue to refine, polish, and deploy the newest technology and latest in people and process best practices. Now is your opportunity to share your solutions and services with the Execs In The Know leadership community, a group of highly engaged decision makers, movers, and shakers. Throughout 2021 we will continue to offer many ways to get involved including virtual events, thought leadership content, publications, and more. We’re even positioning ourselves for a return to live events in the fall. We invite you to learn about the many results-focused, time-tested sponsorship opportunities available and plan your involvement with Execs In The Know for 2021.



# ABOUT EXECS IN THE KNOW

## Quick Facts

- Eleven years of bringing learning, sharing, networking, and engagement opportunities to leaders.
- Over 20,000 active community members.
- Known for providing quality opportunities for CX leaders to get involved, learn, and grow through open knowledge sharing with actionable takeaways coupled with networking to form relationships with other leaders – all in an inclusive and intimate engagement environment.

## Our Mission



Advance the conversation on all facets of the customer experience, to improve individual brand experiences and the industry as a whole.



Provide executives with insightful data, research, and learnings on the evolution of corporate and consumer expectations.



Strengthen our community through the brightest minds in customer experience, alongside business partners sharing best in class products.



Inspire greatness through brand collaboration. Our goal is to connect leaders, to enlighten and motivate change.



# CORPORATE ADVISORY BOARD



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Director of Customer Care Centers  
Oriental Trading Co. – A  
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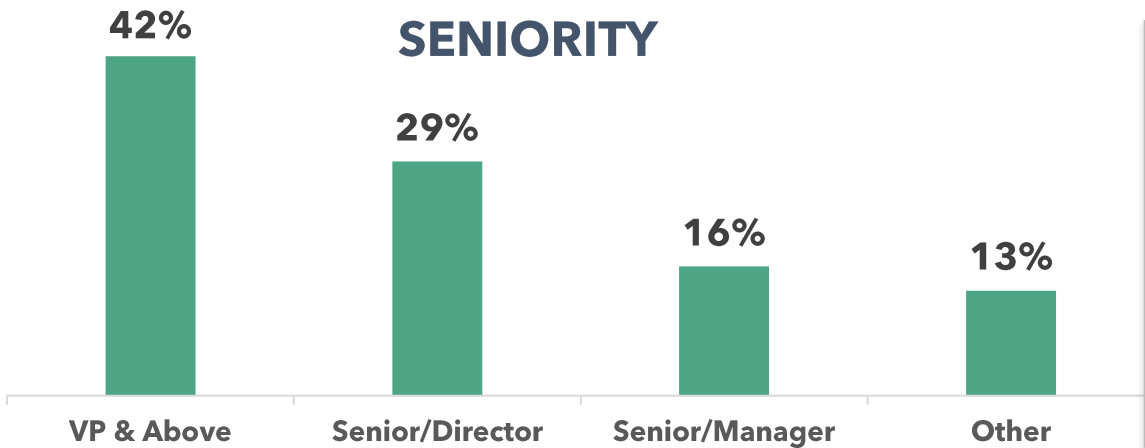
**Alice Sesay Pope**

SVP, Global Contact Centers  
Visa



# CONNECT WITH DECISION MAKERS

## SENIORITY

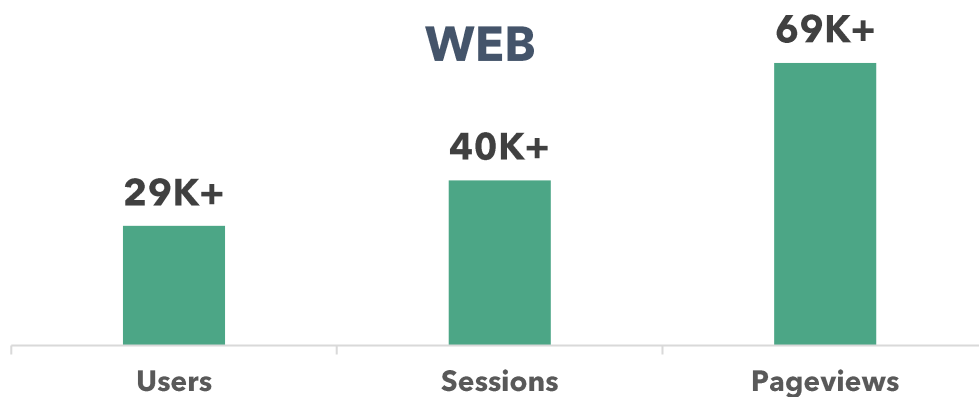


## DATABASE

Over 17,000+ Leadership Subscribers

70% Director, VPs, and Above

## WEB



## SOCIAL



Over 60,000+ Followers



# OUR COMMUNITY



# ENERGIZE YOUR MARKETING EFFORTS

To drive real value by building awareness for your brand's industry expertise among a highly targeted audience of key Customer Management decision makers.



## DIGITAL ENGAGEMENT

Co-Branded Webinars

Podcasts

CX Marketplace



## CONTENT PROMOTION

CX Marketplace

CX insight Magazine Article Contributions

Thought Leadership Promotion

Content Creation



## VIRTUAL & LIVE ENGAGEMENT

Virtual Executive Luncheons/Roundtables

Subject Matter Briefings

Virtual CustomerCONNECT

Virtual Customer Response Summit

Live Customer Response Summit



# DIGITAL ENGAGEMENT



## PROMOTE YOUR EXPERTISE

When you have a strong message to be heard, **Digital Engagement** provides that immediate and lasting promotional punch. You can tap into an executive level audience that chooses to be part of the conversation and looks to be inspired by the solution knowledge you have and be intrigued by subject matter experiences you've gained. While the development and production of high-quality digital assets can be a challenge due to limited marketing bandwidth and tools, Execs In The Know can be your marketing support and service extension to stay ahead of the curve. Digital engagement assets provide immediate and ongoing promotional value as well as ongoing assets you can use for ongoing promotional purposes.

### **Sponsorship Opportunities:**

[Co-Branded Webinars](#) | [Podcasts](#) | [CX Marketplace](#)





# CO-BRANDED WEBINARS

**Co-Branded Webinars** are a great way to create a content-rich experience that fully engages the Execs In The Know community. Unlike other formats, Execs In The Know Co-Branded Webinars create an environment for high interactivity, encouraging free sharing of ideas and concepts through an exchange of digital content. Execs In The Know can not only assist in the facilitation and moderation of a webinar specially designed to feature your brand, we'll also share our research, knowledge, and understanding of the customer experience community to help you choose a relevant topic that will resonate and deliver your message in a compelling way. We'll also assist in building an audience and generating interest throughout the Execs In The Know community around the topic of discussion. Deliverables include full contact information as well as the completed webinar recording – an asset you can use on-going.



## 2021 CALENDAR

January 21<sup>st</sup> • February 4<sup>th</sup> • March 18<sup>th</sup> • April 8<sup>th</sup> • May 13<sup>th</sup> • June 3<sup>rd</sup> & 24<sup>th</sup>  
July 22<sup>nd</sup> • August 12<sup>th</sup> & 26<sup>th</sup> • September 30<sup>th</sup> • October 21<sup>st</sup> • November 11<sup>th</sup> • December 2<sup>nd</sup>



# ...CO-BRANDED WEBINARS

## INCLUDES:

- EITK live event facilitator and technology support.
- EITK promotional content creation, editing, and design.
- Kick-off call to discuss promotional plan.
- Pre-and post webinar promotion.
- Dual branding – EITK and Business Partner.
- Utilization of EITK’s webinar platform and hosting.
- Creation of landing page for registration, emails, web promotional assets.
- Unique tracking for EITK attendance driving (60+ registrant guarantee) with optional unique tracking URL for sponsor attendance driving.
- Pre and post event reporting.
- Post-event data – providing a complete list of registration and attendance information (including all fields collected on registration form).

Learn how to optimize your agent performance for exceptional CX. [Is this email not displaying correctly? View our live version.](#)

WEBINAR - NOVEMBER 19 @ 2:00 PM ET

### EMPOWERING AGENTS WITH REAL-TIME INSIGHTS: A Formula for Exceptional CX

Execs In The Know • cogito • CONCENTRIX

#### Empowering Agents with Real-Time Insights: A Formula for Exceptional CX

With agents working from home, the viable option to tap into the talent of gig agents and outsourcers, and the capability of AI to augment contact centers to perform a higher level with empathy, there is an immense opportunity to transform your customer journey and interaction strategy. When you can put meaningful, real-time insights and behavioral guidance at your agents' fingertips you can transform the customer experience.

We invite you to join us on November 19th (2:00 PM ET) for a [social webinar](#) featuring Dr. Skyler Place, Chief Behavioral Science Officer at Cogito, and Kathy Jave, EVP Customer Experience, Technology, and Insights Group at Concentrix. During this webinar, Dr. Skyler and Kathy will share their unique perspectives on assembling the right customer support channel composition, with a focus on the strategic importance of doing live agent interactions well.

**Register for this webinar to get insights on:**

- Trends and technologies that are shaping the next generation of customer engagement and the strategic importance of live interactions
- How AI is augmenting contact center agents (including BPO's) with real-time feedback to perform at higher levels and drive more human connections
- The behaviors that impact customer experience and leverage new data for powerful insights on your customer journey
- Real-world case studies on organizations successfully leveraging AI to coach agents in real-time and deliver business results at scale
- And more...

[Sign up now](#) to watch the webinar live or get the replay delivered right to your inbox!

**REGISTER**

Execs In The Know

LinkedIn | Twitter | Facebook | YouTube | Podcast | CX MarketPlace | QA Online Community

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Execs In The Know

KNOWLEDGE CENTER | EVENTS | COMMUNITY | MARKETPLACE | SUPPLIER ENGAGEMENT | ABOUT US

### A View from Inside Your Outsourced Partners' Walls

NAVIGATING GLOBAL IMPACTS TO YOUR CX STRATEGIES

DECEMBER 10, 2020

#### VIRTUAL EVENTS

- Virtual Outsourcing Briefing - Dec. 10
- CSS - NOW VIRTUAL - ON-DEMAND
- CustomerCONNECT - ON-DEMAND

#### VIRTUAL BRIEFING SERIES FOR COVID

- Shifting To A Work-at-Home Agent Model Quickly and Effectively - ON-DEMAND
- Implementing Bots and a Channel Guidance Strategy to Ensure Service, Business, and Information Continuity - ON-DEMAND
- Using IVAs to Shoulder Reduced Capacity and/or Increased Volume - ON-DEMAND
- A View From Inside Your Outsourced Partners' Walls - ON-DEMAND

#### OTHER EVENTS

- Empowering Agents with Real-Time Insights: A Formula for Exceptional CX - Nov. 19
- All Webinars
- Podcasts

## AVAILABLE WEBINARS

<p>SEPTEMBER 15, 2020 WEBINAR</p> <p>Keeping Your Customer Journey Personal Amid Historic Change</p> <p>VIEW</p>	<p>SEPTEMBER 20, 2020 WEBINAR</p> <p>Fueling Growth with a Virtual Flex Service Model</p> <p>VIEW</p>	<p>SEPTEMBER 20, 2020 WEBINAR</p> <p>Agility In Disruptive Times: How The Home Depot is Embracing the "Next Normal" in the Customer &amp; Employee Experience</p> <p>VIEW</p>
<p>JUNE 9, 2020 WEBINAR</p> <p>Embrace and Activate Digital Customer Engagement for Future Success</p> <p>VIEW</p>	<p>MARCH 2020 WEBINAR</p> <p>Business Continuity in the Midst of a Crisis &amp; Preparing for the New Normal</p> <p>VIEW</p>	<p>MAY 2020 WEBINAR</p> <p>Double Win: Transforming Customer &amp; Employee Experience with Artificial Intelligence (AI)</p> <p>VIEW</p>

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3h •

Announcing an EITK Webinar You Don't Want to Miss!

Join us on November 19, 2020, for "Empowering Agent with Real-Time I... see more

NOVEMBER 19, 2020 WEBINAR

### Empowering Agents with Real-Time Insights: A Formula for Exceptional CX

cogito CONCENTRIX

## UPCOMING WEBINARS

### Empowering Agent with Real-Time Insights: A Formula for Exceptional CX

November 19, 2020 @ 2:00 PM EST

Customer engagement strategy post-COVID has added major strategic levers. Work-At-Home Agents are now mainstream, and customers have embraced digital support and are demanding even more of it. In this webinar we will share our unique perspectives on assembling the right customer support channel composition, with a focus on the strategic importance of doing live agent interactions well.

Register for this webinar to get insights on:

- Trends and technologies that are shaping the next generation of customer engagement and the strategic importance of live interactions
- How AI is augmenting contact center agents (including BPO's) with real-time feedback to perform at higher levels and drive more human connections
- The behaviors that impact customer experience and leverage new data for powerful insights on your customer journey
- Real-world case studies on organizations successfully leveraging AI to coach agents in real-time and deliver business results at scale
- And more...

**JOIN THE WEBINAR**

# PODCASTS

**Podcasts** provide an additional way to share your thought leadership and best practices with our CX brand community. These online interviews can be used to highlight your brand's thought leadership, new technology releases, innovations in products and services, case studies, support white papers, and more.

A Podcast puts your brand on the other side of the microphone, being interviewed directly by Execs In The Know (EITK) host, Chad McDaniel. Each interview produces approximately 30 minutes of content and can highlight your brand's thought leadership and differentiation, helping building awareness and credibility within our CX community. Episodes appear on popular podcast players and the Execs In The Know's website. Podcasts are promoted in emails, at events, in the CX insight Magazine, and on social media. This sponsorship includes rights to the deliverable podcast. Sponsors can then further promote their interviews on LinkedIn, their website, via press releases, and other marketing channels.




# ...PODCASTS

Visit: <https://execsintheknow.com/knowledge-center/customer-driven-podcast/>

## INCLUDES:

- Podcast moderation.
- Writing and publishing show notes on LinkedIn and on popular podcast players.
- Link to your company and a related asset in show notes where published.
- Podcast promotion in social media to 60K+ followers.
- Podcast visibility in emails, mega menus on EITK's website, in the KIA online community, and more.
- Contributed blog article with cross promotion link.
- Ongoing visibility on EITK's website for a minimum of two years.



**CUSTOMER DRIVEN**  
Success in Customer Experience Leadership

THIS WEEK'S GUEST  
**Jyllene Miller**  
EVP of Marketing & Emerging Business  
Concentrix

**Making Meaningful Differences in Dramatically Changing Times**  
Guest: Jyllene Miller, EVP of Marketing & Emerging Business at Concentrix


June 24, 2020

Welcome to another episode of Customer Driven with Chad McDaniel. On this episode, Chad sits down with Jyllene Miller, EVP of Marketing & Emerging Business at Concentrix, a company that specializes in customer engagement and business performance. Hear Jyllene's insights on how Concentrix has helped bridge the technological gaps that so many companies have suddenly faced amidst COVID-19.

[VIEW DETAILS](#) [LISTEN NOW](#)

CUSTOMER DRIVEN WITH CHAD MCDANIEL  
Making Meaningful Differences in Dramatically Changing Times with Jyllene Miller from...

30m 00:00:00 / 00:37:39 30



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1yr


Did you get to listen to our podcast with Sue Morris from Microsoft? She and Chad talk all about Microsoft's implementation of the Gig workforce and its positive impacts. Give it a listen: <https://lnkd.in/g/NuZ9ds> ...see more

**CUSTOMER DRIVEN**  
podcast

**SUE MORRIS**  
WW Leader for Modern Life,  
Gaming, and Customer Support  
Microsoft

We have embraced gig  
and it's going really well.

To explore all our episodes, listen in on your preferred channel below. While you are there, please be sure to rate and subscribe to Customer Driven on these platforms!



**CUSTOMER DRIVEN**  
Success in Customer Experience Leadership Podcast

THIS WEEK'S GUEST  
**Andrew Kortina**  
Co-Founder & Co-CEO  
Fin Analytics

**How Process Analytics is Transforming the Future of CX and Operations Work**

Published on September 16, 2020

Chad McDaniel  
Chief Community Leader - Execs in The Know 25 articles [Following](#)

How Process Analytics is Transforming the Future of CX and Operations Work

Welcome to another episode of Customer Driven with Chad McDaniel. On this episode, Chad sits down with Andrew Kortina, Co-Founder and Co-CEO of Fin Analytics, a comprehensive measurement platform for operations work.

CX operations "results matrix" (things like CSAT, NPS, handle time, close rate) are a good indicator of what's happening, but not necessarily why. Join Chad and Andrew as they discuss better ways to manage contact center operations and improve productivity using rich insights from work-derived data. Specific topics explored on the podcast include:

- Using process analytics to identify and overcome roadblocks to greater program success.
- Driving efficiencies by measuring agent actions at a granular level.
- Transforming raw data into sensible, actionable insights that fact change.
- The impact of COVID-19, and a new remote workforce, on workflow and work process.

Andrew is Co-Founder and Co-CEO of Fin Analytics, a comprehensive measurement platform that provides operations leaders with "full funnel" insights into the work of their team. Features like live insights and video playback help operations managers quickly spot process improvement opportunities, decrease variance, and optimize workforce resources.

For more information about Fin Analytics, visit: <https://www.fin.com/>. If you'd like to connect with Andrew directly, you can do so via email at [kortina@finpc.com](mailto:kortina@finpc.com).

Please be sure to rate and subscribe on Apple Podcasts, Stitcher and Spotify and/or watch the video podcast on YouTube!

Published by  
Chad McDaniel  
25 articles [Following](#)

# CX MARKETPLACE

Unlike a typical vendor directory, our **CX Marketplace** lets you serve up robust, dynamic content helping you tell your brand's story through a variety of contributed mediums including video, podcasts, social media embeds, downloadable materials, blog posts, and more. You can even keep your story fresh with the ability to supplement your page with monthly updates, cementing your position as an industry thought leader by ensuring your content is timely, topical, and always evolving with the industry.

Since our CX Marketplace is housed within Know It All (KIA), our private online community of nearly 500 (and growing) corporate CX leaders, you'll gain valuable word-of-mouth exposure. KIA community members with personal experience of your brand can tag themselves as a "Member with Insight," empowering them to share their personal experiences about your brand with other KIA Community members. These insights can build valuable credibility in a highly competitive marketplace where word-of-mouth can be a major differentiator.

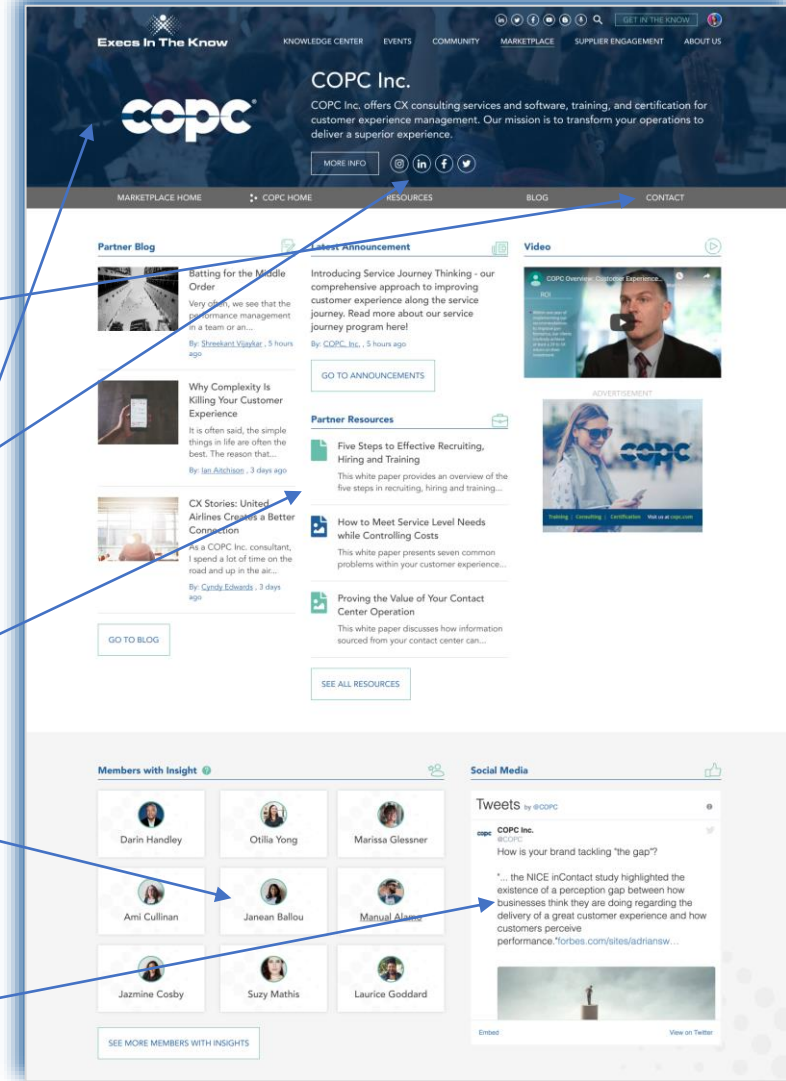
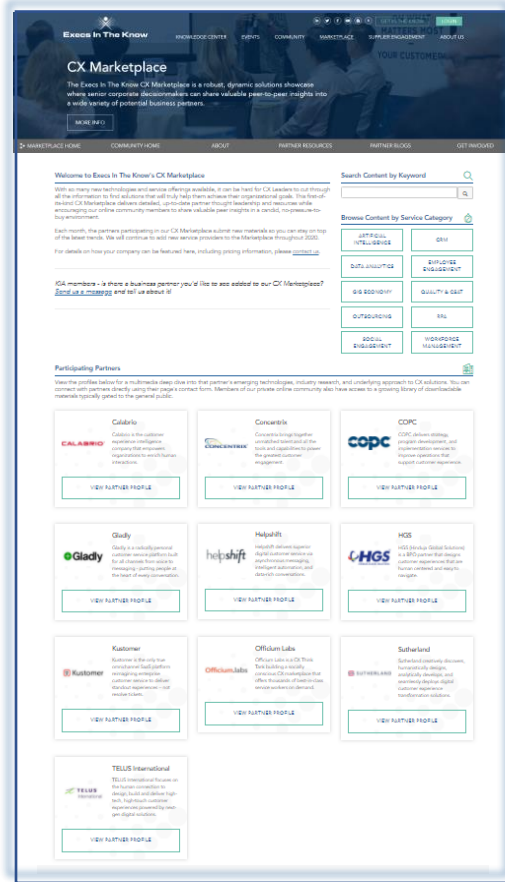


# ...CX MARKETPLACE

Visit: <https://community.execsintheknow.com/cxmarketplacehome/cxmarketplace>

## INCLUDES:

- Customizable CX Marketplace Showcase page
- Monthly reporting on content views and page visitors
- Monthly content updates
- Promotion of your CX Marketplace page within KIA Community, and across Execs In the Know's wider community of 17,000 subscribers and 60,000 social media followers



## Embedded Contact Form

Capture leads directly from your CX Marketplace page.

## Hero Header

Company name, overview, logo, social connectors and About link.

## Thought Leadership Content

Robust content showcases your knowledge and expertise.

## Members w/ Insight

KIA members with first-hand knowledge of your brand.

## Social Feed

A dynamic feed lets you share up-to-the-minute updates.

# CONTENT PROMOTION



## PROMOTE YOUR EXPERTISE

The development, production, and promotion of high-quality content is a challenge for many organizations, especially when their main focus is new and better products to serve the needs of their clients. Luckily, Execs In The Know provides a variety of rich **Content Promotion** opportunities — many of which provide both promotional value as well as reusable content that can be distributed through your organization's own promotional channels.

**Sponsorship Opportunities:**  
[CX Marketplace](#) | [Magazine Article Contributions](#)  
[Thought Leadership Promotion](#) | [Content Creation](#)



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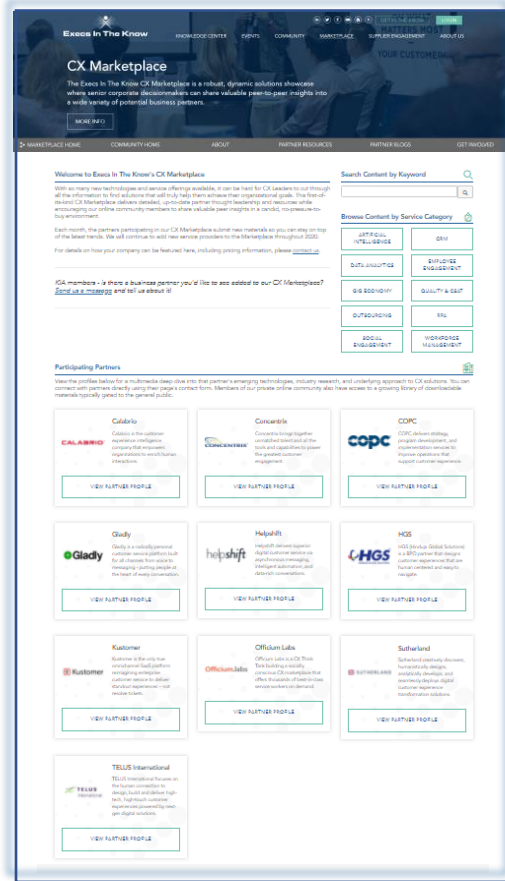


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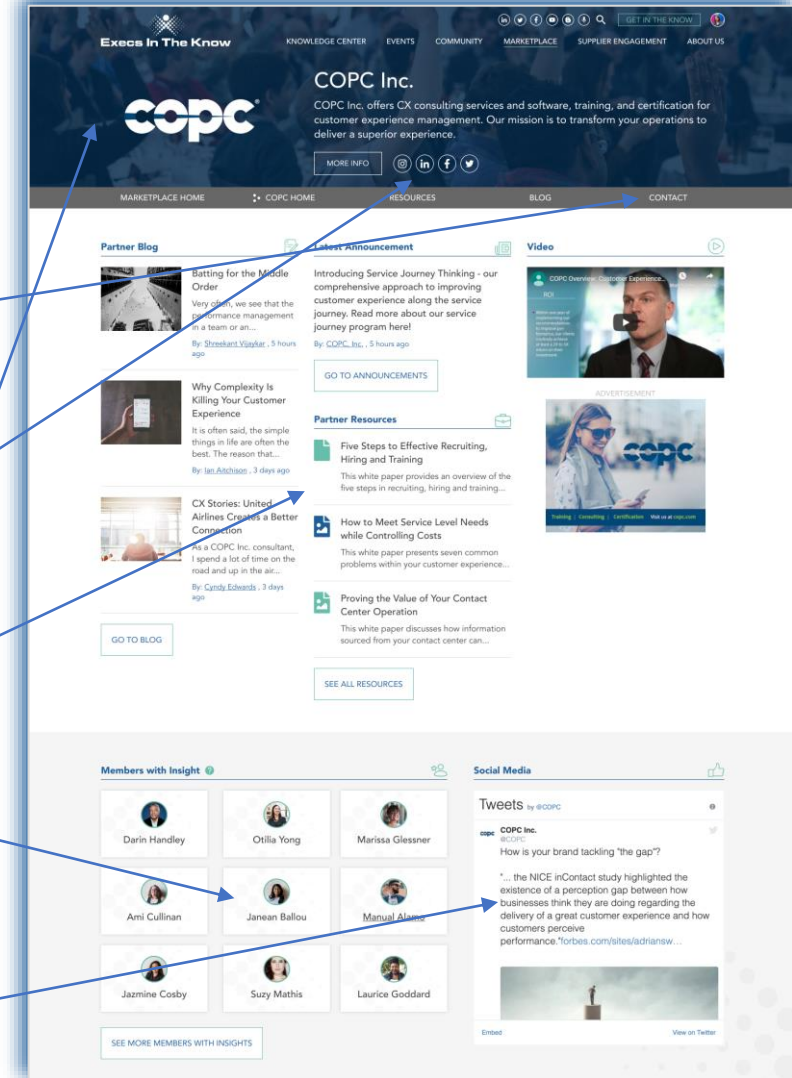
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# CX INSIGHT MAGAZINE ARTICLE CONTRIBUTION

Be seen and be heard. Have an original content piece in the form of an article that you want to get in front of CX leaders? Put your best content piece forward in 2021 with a branded 1,200-1,600 word **Magazine Article Contribution** in our quarterly CX insight Magazine publication containing articles that will inspire innovation and be referenceable information leaders can use. The magazine will be available to read online with an option to download for easy portability. The magazine will incorporate up to three sponsored articles per issue woven in with exclusive Execs In The Know content. This flagship publication will get ample visibility through email, social media, in our online community – KIA, and during events.

## 2021 PUBLICATION CALENDAR

January 20<sup>th</sup> (Article Due Date: January 6<sup>th</sup>) • April 14<sup>th</sup> (Article Due Date: March 31<sup>st</sup>)  
July 14<sup>th</sup> (Article Due Date: June 30<sup>th</sup>) • October 13<sup>th</sup> (Article Due Date: September 29<sup>th</sup>)



# ...CX INSIGHT MAGAZINE ARTICLE CONTRIBUTION

Visit: <https://execsintheknow.com/cx-insight-magazine/>

## INCLUDES:

- Input and guidance for hot trending topics in our Community.
- Byline for author's name, title, headshot, company name, company name linkout, and one sentence/15-word company position statement.
- Monthly promotion of magazine issue through email, through social media, and at events.
- Evergreen content on the website with past issues published for no less than two years.
- And more.

A QUARTERLY EXEC'S IN THE KNOW PUBLICATION

Welcome to the CX Insight Magazine. In 2020, new issues will be published in the months of January, April, July, and October. The magazine includes insights worth sharing from Execs In The Know and contributing authors. Enjoy!



**STRIVING TOWARD CONTINUOUS IMPROVEMENT**

Welcome to the October 2020 edition of the Execs In The Know magazine publication — CX Insight. In this issue we tackle several topics that are critical to improving the experience of your customers, as well as your employees.

Although the successes over the past 6 months have been hard-won, companies cannot afford to slow down efforts for pushing forward new ideas and new concepts. Now, eight months into the pandemic, companies are finding their footing, regrouping, and setting strategic priorities that will carry them through 2020, and well into 2021. Critical to these goals is the ability for companies to maximize Work-at-Home (WAH) operations. Most are now far enough along the WAH path to understand what works and what could work better. We're pleased to bring you some of these valuable insights in this issue.

If a global health crisis weren't challenge enough, 2020 has also brought about the need for many brands to reexamine company culture. More importantly, it has caused brands to take a closer look at actions (or inactions, as is sometimes the case), and how they impact the experience of both customers and employees. Different brands may be at different stages of this journey, but one thing is clear — the decisions made now will determine the strength of future relationships with customers and employees alike.

We invite you to peruse this issue, which touches on many of the topics highlighted above, including a feature piece on Diversity, Equity, and Inclusion, as well as several pieces on getting the most value out of your WAH operations. Enjoy!

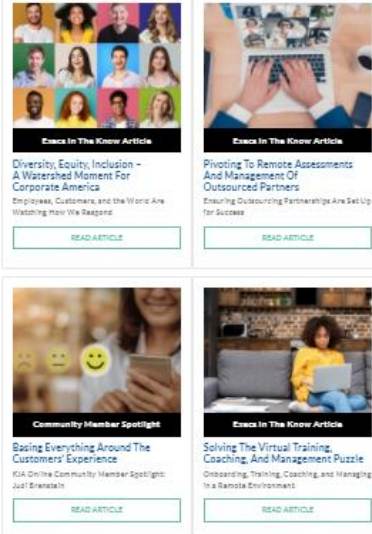
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**CX INSIGHT MAGAZINE**  
OCTOBER 2020

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**EXEC'S IN THE KNOW ARTICLE**  
Diversity, Equity, Inclusion – A Watershed Moment For Corporate America  
Employees, Customers, and the Work-Are Watching How We Respond  
[READ ARTICLE](#)

**EXEC'S IN THE KNOW ARTICLE**  
Pivoting To Remote Assessments And Management Of Outsourced Partners  
Ensuring Outsourcing Partnerships Are Set Up For Success  
[READ ARTICLE](#)

**COMMUNITY MEMBER SPOTLIGHT**  
Basing Everything Around The Customer's Experience  
KIA Online Community Member Spotlight: Jeff Swartz  
[READ ARTICLE](#)

**EXEC'S IN THE KNOW ARTICLE**  
Solving The Virtual Training, Coaching, And Management Puzzle  
Onboarding, Training, Coaching, and Managing In A Remote Environment  
[READ ARTICLE](#)

**CX INSIGHT MAGAZINE**  
OCTOBER 2020

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**in this issue**

- DIVERSITY, EQUITY, INCLUSION – A WATERSHED MOMENT FOR CORPORATE AMERICA
- PIVOTING TO REMOTE ASSESSMENTS AND MANAGEMENT OF OUTSOURCED PARTNERS
- SHIFTING CONTACT CENTERS TO WORK-AT-HOME
- BASED EVERYTHING AROUND THE CUSTOMER EXPERIENCE
- SOLVING THE VIRTUAL TRAINING, COACHING, AND MANAGEMENT PUZZLE
- COMMUNITY MEMBER SPOTLIGHT

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## SHIFTING CONTACT CENTERS TO WORK-AT-HOME

By David Messner  
Senior Director of Sales, Customer Experience Management  
Consultant

### 4 Essential Truths from the Front Lines

For any organization, no matter what type of client it serves, customer experience matters. Today's customers expect always-on service — much like they expect on-demand food delivery at the click of a button, Amazon Prime-style access to everyday items, and their favorite songs served up on Spotify — without giving it a second thought.

When the pandemic struck the world, customer expectations never missed a beat, and it was immediately obvious that general "fast, customized, "no-touch" style service was going to be more important to their early experience than it ever was before.

In the world of customer contact centers, it's fair to say that no amount of business continuity planning had fully prepared the industry for this exact situation. In many cases, it required transforming a massive amount of people call center associates to work-at-home (WAH) roles in order to protect their safety and continue operations.

Here's a look at four essential truths that guided successful contact centers in making a massive shift to WAH during an unprecedented global crisis.

#### 1. Changing circumstances require new approaches

Despite the fact that many customer contact centers already had a WAH contingent, the pandemic brought unique circumstances and unexpected challenges. This required contact centers to respond in new ways. They couldn't simply assume that the same protocols already in place to hire and train "already state" WAH associates could be broadly applied to the new scenario of shifting thousands of existing associates (or tens of thousands of associates) into WAH roles over a very short period of time.

That's the kind of volume that many contact center operators were dealing with — and the sheer urgency of making such a mass transition of resources at once required a great deal of planning, coordination, effort and resources to do it right.



# THOUGHT LEADERSHIP PROMOTION

Already have effective content, but searching for new people to present it to? Want to affordably get your message in front of tens of thousands of customer experience professionals? An Execs In The Know **Thought Leadership Promotion** email can be a highly effective way to demonstrate your knowledge and subject matter expertise through educational-based content. Regardless of whether you want to promote an event, product, or specific piece of content, we can carry your message to our highly targeted network list to help your message be heard. The Execs In The Know digital Rolodex is 17,000+ subscribers strong, and each of these individuals is a high caliber CX leader. We offer the functionality of creating, sending, and tracking media rich HTML or text-based email campaigns that enjoy high open and click rates. Reach new markets and contacts with your content. These email promotions provide an excellent option for companies seeking to get their message, knowledge, and expertise in front of decision-making customer experience professionals.

## THOUGHT LEADERS

- Are a trusted voice
- Have authoritative knowledge
- Have deep experience
- Are not afraid of controversy

## EFFECTIVE THOUGHT LEADERSHIP

- Address issues & challenges
- Answers questions
- Solves market pain points




# ...THOUGHT LEADERSHIP PROMOTION

## INCLUDES:

- EITK provides (1) Email blast to corporate database (approximately 17k CX leadership subscribers).
- HTML programing.
- Email banner creation.
- Copy positioning input, review, and edits.
- Email performance reporting one week after promotion.

Explore these four emerging ideas to revolutionize your CX [View 2 of your eBooks](#)



**Execs In The Know**  
**Four Big Ideas**  
**THAT WILL CHANGE**  
**EVERYTHING...**

FEATURED CONTENT FROM: **CONDUENT**

### A Framework to Revolutionize Your CX

This may come as a surprise, but it's not technology driving the future of customer experience (CX) – it's your customers.

Technology is simply catching up to where they already are or want to be.

Which means digital transformation shouldn't be your only objective to meet these skyrocketing consumer expectations.

There are new concepts that can revolutionize your approach to CX.

This eBook, provided by our expert partner Conduent, explores **four emerging ideas** and provides a strategic framework for how you can enable the ultimate end-user experiences that drive better business outcomes.

Here are a few key insights you will gain:

- How organizations must design experiences around a **person-based approach** vs. **persona-based approach**
- How businesses that find the **right balance of high-tech and high-touch** will be more likely to succeed
- Why **focusing on customer lifetime value** will change the traditional methods of measuring performance

Get the information you need today, so you can deliver exceptional experiences tomorrow.

Download  
[The Customer Experience of the Future: Four Big Ideas That Will Change Everything](#)

**DOWNLOAD eBook**

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AND ABOVE  
70%




# CONTENT CREATION

You understand your brand and your offering, and we understand what is relevant and of interest to customer management professionals. Together, we can work to develop powerful written content that speaks to the needs of the CX community, by highlighting the thought leadership and value proposition of your organization in an educational and credibility-building way. Whether you're looking for a turnkey content solution or would just like some insightful feedback, we can help craft a message that resonates and influences. Our **Content Creation** services offer both copy and design options, and extend to industry blogs, articles, newsletters, white papers, marketing materials, research, survey writing, audiograms, and beyond. We also have optional extensive publishing and production capabilities to help ensure that the quality of your delivery matches the quality of your message.



# ...CONTENT CREATION

## The Role of Artificial Intelligence IN CUSTOMER SERVICE



February 2019 **Execs In The Know**

### Foreword


from our Advisory Board

Over the last several years, we've watched the Artificial Intelligence (AI) conversation unfold within the EITK CX community. The conversation has been exciting for service leaders, as it holds promise to make the service experience more efficient, cost-effective, and reliable. At the same time, it has the potential to overwhelm, as many companies find themselves trapped between opportunity and taking action. Inundated by hype and information, it can be difficult to discern what to believe or know where to start.

At EITK, we strive to facilitate the transfer of knowledge and shared community expertise in a variety of ways so that leaders can learn from leaders. To more closely examine the future of AI in customer service, we assembled members of The Execs In The Know AI Committee—a group of customer service operation leaders willing to share their knowledge, experience, and perspective to make sense of a great deal of information and see a clear path forward for fellow leaders. Today's service leaders must consider internal and external business pain points, identify customer needs, and articulate a clear business objective that next-generation technologies can help solve or improve. In Customer Service, a competitive driver of growth, AI is unlocking unprecedented value and opportunity for leaders.

## The State of Multilingual Customer Experience

A BENCHMARK REPORT



**Execs In The Know** **Unbabel**

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The State of Multilingual Customer Experience, 2019 Report

August 20, 2020



### Six Ways to Boost Employee Engagement

Employee engagement is always critical, but perhaps now more than ever. In these unprecedented times, it is essential to stay...

[READ MORE](#)

BLOG, EMPLOYEE ENGAGEMENT, VOC - VOICE OF CUSTOMER, VOE - VOICE OF THE EMPLOYEE



### SIX WAYS TO BOOST EMPLOYEE ENGAGEMENT

Posted on August 20, 2020

Employee engagement is always critical, but perhaps now more than ever. In these unprecedented times, it is essential to stay connected with employees and remain tuned in to their mental and emotional needs.

With most organizations finding themselves with a remote workforce almost overnight, the need for connection is amplified and more challenging. Ensuring lines of communication are open and effective should be a top priority for CX organizations, especially with the uncertainty of returning to physical sites and with peak season rapidly approaching for many.

McKinsey & Company recently surveyed more than 800 US-based employees on a wide variety of topics related to employee experience and engagement. We will draw from that [research](#) in this article. According to McKinsey:

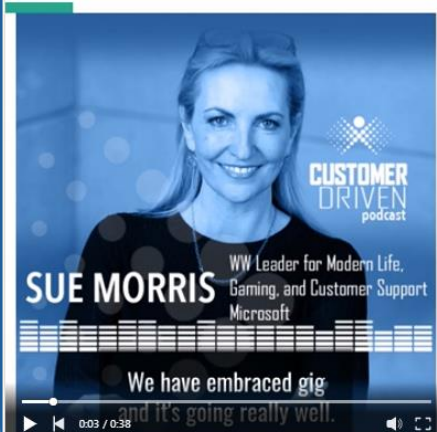
*"Most companies did a solid job of addressing their employees' basic needs of safety, stability, and security during the first phase of the COVID-19 crisis. However, those needs are evolving, calling for a more sophisticated approach as organizations enter the next phase."*

The good news is that many organizations have an opportunity to build upon the trust they gained in the early stages of the COVID-19 crisis. The challenge is figuring out how to expand beyond basic needs and safety.

We have all probably heard the phrase "happy employees = happy customers". We know it is not possible to make all employees happy 100% of the time, but the underlying concept is true. The more engaged and connected employees are the better they feel about their work and how they contribute to the overall mission. Ensuring your employees are well cared for and engaged is not only the right thing to do, but it also translates into a better customer experience downstream.

#### Six Best Practices to Elevate Employee Engagement

1. Give your employees a seat at the table with Voice of the Employee (VoE) programs. Engaging with your employees starts with proactively measuring their experience with the company and genuinely asking for their insights and feedback. Many organizations have VoE programs, but a common mistake is not effectively closing the feedback loop, thus causing it to fall flat or worse, damage leadership credibility. To create a closed-loop process, do the following:



**SUE MORRIS** WW Leader for Modern Life, Gaming, and Customer Support at Microsoft

**CUSTOMER DRIVEN** podcast

We have embraced gig and it's going really well.

0:03 / 0:38



# VIRTUAL & LIVE ENGAGEMENT



## LEAVE A LASTING IMPRESSION

Execs In The Know serves the needs of an amazing community of passionate and engaged Customer Experience Professionals. Participate and you'll interact with Customer Experience leadership teams from some of the world's most well-regarded brands. Furthermore, Execs In The Know plays a very active role in managing introductions and identifying specific corporate needs that are an ideal match for your organization's offerings, so you won't just be in the room – you'll be in the conversation.

With our Execs In The Know virtual events, we stay true to what our CX leaders expect from us – an enriched and informative experience that generates actionable takeaways with opportunities for them to form relationships with their peers and subject matter experts. It's our learn, share, network, and engage model. With Execs In The Know, we offer virtual events with a personal touch.

## **Sponsorship Opportunities:**

[Virtual Executive Luncheon](#) | [Subject Matter Briefings](#)

[Virtual CustomerCONNECT](#) | [Virtual Customer Response Summit](#) | [Customer Response Summit](#)





# VIRTUAL EXECUTIVE LUNCHEON/ROUNDTABLE

Available throughout the year, a **Virtual Executive Luncheon/Roundtable** is an invite-only, small gathering of 15 senior CX leaders. This 90-minute exclusive interactive session will provide an intimate setting for the sponsor to drive conversation and thought leadership on the state of CX today. A Virtual Executive Luncheon/Roundtable is ideal for partners looking for an account-based marketing strategy to build relationships with key decision makers in an exclusive, online, VIP setting.

## How it Works

- Execs In The Know will work with the sponsor to target key accounts.
- Execs In The Know will recruit key decision makers and drive attendance.
- Partners will be positioned as the thought leaders for the session.
- Lunch/snack gift cards, collateral, and giveaways will be mailed to attendees prior to the event.
- Partners will be responsible for the cost of the lunch, giveaways, and shipping.
- Event production, marketing, and fulfillment will be facilitated by Execs In The Know.



## 2021 CALENDAR

January 14<sup>th</sup> • January 28<sup>th</sup> • February 11<sup>th</sup> • March 23<sup>rd</sup> • May 20<sup>th</sup> • June 17<sup>th</sup> • August 19<sup>th</sup>



# SUBJECT MATTER BRIEFING

**Subject Matter Briefings** offer an unparalleled opportunity to meet with CX decision makers, position your brand as expert-thought leaders, share best practices and unfiltered information with brands who are seeking it, and network with senior industry professionals. Our 2021 Subject Matter Briefings will focus on solving the most pressing customer experience challenges and opportunities.

A Subject Matter Briefing will focus on a specific CX topic and dive deep into the most relevant solution themes through the expertise and perspectives of our panel of subject matter experts. Corporate brands will submit their most pressing challenges upon registration and plan to discuss them openly with other attendees and an expert panel of CX thought leaders who can help guide them through the complex challenges. A Subject Matter Briefing also includes a Corporate Brand ONLY session, allowing the attendees to openly collaborate on the information gained in the sessions.



## 2021 CALENDAR

June 10<sup>th</sup> (Virtual) • December 9<sup>th</sup> (Live)





# VIRTUAL CustomerCONNECT

**CustomerCONNECT 2021** is a two-day, high-profile event coupled with on-demand resources for long-term consumption of your thought leadership. CustomerCONNECT will showcase experience and insights from Corporate Brands and Partner Solution Experts and provide timely information needed by CX executives to evaluate their current strategies and examine new alternatives. This enhanced online experience will allow attendees to login LIVE to interact with your prerecorded session and content files while engaging in LIVE Q&A with your Solution Experts. Participating partners can host a 45-minute, live-broadcast Thought Leadership Session (30 minutes for broadcasting your pre-recorded presentation and 15 minutes of live Q&A). All sessions will be immediately available for on-demand viewing, gated for 30 days so you can capture on-going interest, and then publicly available on EITK's website for a minimum of one year. Think of it as a virtual event that never quits.

## REASONS TO SPONSOR

- **Enhance Your Credibility**  
Build trust & establish your brand as a leader in the space.
- **Brand Awareness & Recognition**  
Highlight your brand to a captive audience. Sponsors are seen as valuable, supportive, industry leaders.
- **Highly-Targeted Marketing**  
With a high numbers of VP's & C-level executives, you can be sure you're getting in front of the right people.
- **Educational Community**  
Create new professional relationships & tell your brand story in a collaborative, accepting environment.

## 2021 CALENDAR

February 23-24, 2021 (Connecting People, Process, & Technology)



# ...VIRTUAL CustomerCONNECT

## What's Included In The Sponsorship:

A two-day, high-profile event coupled with on-demand resources for long-term consumption of your thought leadership. Resources are loaded to your session console and can include links to your website, PDF files of your presentation, white papers, links to blogs or any other relevant content. Your console will also serve as a content asset for you to use in your marketing with a direct link to your on-demand session.

Turnkey attendance driving from EITK before, during, and after the event through email, social media posts, webpage CTAs, banner ads on EITK's website and online community homepage, blog content, in the CX insight Magazine, and promotional templates.

Brand visibility on the EITK event pages and on the CustomerCONNECT landing page, where your 45-minute Thought Leadership Session will be displayed. The CustomerCONNECT assets will be a gated resource for 30 days to monitor replays and new registrants and then make public on the EITK webpage for a minimum of one year for public consumption. For additional visibility, your logo will appear on the CX insight Magazine ad in the January 20, 2021 issue and complemented with brand mentions in emails and other promotions.

Two partner-contributed blog posts hosted on the EITK website, with one published before the event and one published after the February 23-24, 2021 event, and used by both EITK and you to drive interest, mind share for your topic and solution, attendance, and engagement before and after the LIVE event.

Post-event reporting includes the name, title, email address, and country of each leader who registers and attends the event.

## Connecting People, Process, & Technology

February 23-24, 2021

### Day 1 & Day 2 Preliminary Agenda

8:30 AM – 9:00 AM PST 11:30 AM – 12:00 PM PST	Keynote
9:15 AM – 10:00 AM PST 12:15 PM – 1:00 PM PST	Partner Session
10:15 AM – 11:00 AM PST 1:15 PM – 2:00 PM PST	Partner Session
11:15 AM – 12:00 PM PST 2:15 PM – 3:00 PM PST	Partner Session
12:15 PM – 12:45 PM PST 3:15 PM – 3:45 PM PST	Keynote



# VIRTUAL CUSTOMER RESPONSE SUMMIT

After 10 years of **Customer Response Summits (CRS)**, they continue to be our signature events of the year. In the Spring of 2021, we are going digital with opportunities for customer experience (CX) leaders to learn, share, network, and engage. At Virtual Customer Response Summit April 26-28, 2021, we will showcase first-hand, how global brands are challenging the “status quo” of traditional and emerging customer care channels. As part of this year’s virtual experience, we have created some unique opportunities to create virtual experiences that mimic what our attendees have grown to love at our live events, and we will continue to tap into the strength of our community where leading brands and partners will share their best practices and insights.

Our Virtual Customer Response Summit is more than an online conference – using some of the industries finest online event platforms including ON24, Zoom, and other technologies to create an intimate and laser focused forum, providing outstanding opportunities to directly engage with some of the brightest minds in customer leadership - “Leaders Learning From Leaders.” The strength of this online Summit lies within the innovative design of informative sessions, interactive sessions, specialized networking opportunities, and dynamic engagement activities.



## 2021 CALENDAR

April 26-28, 2021



# Energize Your Marketing Efforts

To drive real value as you showcase your expertise, build credibility, interact and encourage idea sharing with CX decision makers, form relationships, and create new leads through the following Virtual Customer Response Summit sponsorships:



## CENTER STAGE

Panel Moderation

Client Case Study



## BREAKOUT SESSIONS

Customer Shop Talks

Coffee Talks



## NETWORKING

Executive Luncheon/Roundtable

Braindates

Coffee Talks



## BRANDING & ENGAGEMENT

Braindates

Coffee Talks



# VIRTUAL "CENTER STAGE" OPPORTUNITIES

## VIRTUAL PANEL MODERATION

A **Virtual Panel Moderation** session is more than facilitating over a group of selected brands on a specific topic. This 30-minute, main track session is a centerpiece for sharing best practices and is intrinsically woven into the fabric and mandate of the Virtual Summit. Business partners hosting a panel are seen as leaders in the field who have an opportunity to make their key points come to life through a panel of brand participants. Bring your unique insight and ability to engage your audience "center stage."



# VIRTUAL "CENTER STAGE" OPPORTUNITIES

## VIRTUAL CLIENT CASE STUDY

The **Virtual Client Case Study** presentation requires you to bring a key client from your organization's portfolio with you to "center stage." This is an incredible opportunity to capture the imagination and attention of the audience and to tell your success story. Business partners who participate will find substantial value with this main track opportunity. Attendees look for proof of concept, access to your research, and critical findings. You receive 45 minutes of valuable air-time and the opportunity to engage the audience, as a leader in the industry. Leave them wanting to hear and learn more about your company's vision.





# BREAKOUT SESSIONS



## VIRTUAL CUSTOMER SHOP TALKS

**Virtual Customer Shop Talks** are designed to be laser focused discussions, on a narrow area of CX. These engaging discussions are great opportunities for you to engage with attendees through live Q&A that have great interest in your topic of discussion. There are four 30-minute simultaneous partner-led Shop Talks, with the attendees able to attend live or on-demand throughout the day and thereafter. Sponsors will be given session visibility on the website, be included in email promotions for the event, and have an ability to engage with corporate brands throughout the session in text-based Q&A.

### How It Works:

- Facilitate your session in a private, virtual room with visibility to your speaker.
- Leaders learn from leaders - Shop Talk is perfectly designed for collaborative, informative, and interactive training sessions.
- Be positioned as thought leaders of subject matter presented.
- Sessions are broadcast live with on-demand capabilities.
- Brand your session with a powerful abstract and downloadable literature for attendees.



# BREAKOUT SESSIONS, NETWORKING, BRANDING & ENGAGEMENT

## COFFEE TALKS

**Coffee Talks** create opportunities for corporate decision-makers who opted-in for your Coffee Talk to personally connect and engage with you and their peers in a small group setting (no more than 15 attendees). As a sponsor and host of a Coffee Talk, you will have an opportunity to setup and moderate a 45-minute online video round-table discussion on Zoom to address questions, stimulate conversation, and explore ideas around your solution topic. Your Coffee Talk Zoom Meeting will be visible on the ON24 platform for a seamless experience. Corporate decision-makers will come motivated, inspired, and seeking actionable takeaways.



# NETWORKING

## VIRTUAL EXECUTIVE LUNCHEON/ROUNDTABLE

A **Virtual Executive Luncheon/Roundtable** is an invite-only, small gathering of 15 targeted senior CX leaders attending the Virtual Customer Response Summit. This 90-minute exclusive interactive session will provide an intimate setting for the sponsor to drive conversation and thought leadership on the state of CX today. This executive networking is ideal for partners looking for an account-based marketing strategy to build relationships with key decision makers in an exclusive, online, VIP setting.

### How it Works

- Execs In The Know will work with the sponsor to select 15 target accounts.
- Execs In The Know will recruit key decision makers and drive attendance.
- Partners will be positioned as the thought leaders for the session.
- A package including a gift card for a lunch/snack, collateral, and other giveaways will be mailed to select attendees prior to the event (optional) – electronic delivery is also an option.
- Partners will be responsible for the cost of the gift cards, giveaways, and shipping.
- Event production, marketing, and fulfillment will be facilitated by Execs In The Know.



# NETWORKING, ENGAGEMENT & BRANDING

## BRAINDATES

Virtual Customer Response Summit will kick off the three-day event and wrap up day two and three with networking and engagement in **Braindates**. With Braindates, attendees will be empowered to meet up with their peers for knowledge-sharing, conversations, and general knowledge-driven networking. Corporate attendees and our sponsor will post their Braindate in advance of the event, which will be visible on the ON24 Platform and promoted prior to event. Additionally, the leaders of Braindates will have a corporate-only audience in a session that will promote learning, sharing, networking, and engagement around a hot topic. These unique attendee-led meet ups are a game changer for attendees and the sponsor – allowing them to drive the conversation to transform their networking into credible and relevant knowledge exchange experiences.

With a Braindate sponsorship, the sponsor will host one Braindate session, receive brand visibility throughout all Braindate sessions, and have access to the intelligence on what the attendees are choosing to talk about. Sponsored Braindates can be small group or one-on-one conversations that will create a connection amongst the sponsor and corporate attendees.



# LIVE CUSTOMER RESPONSE SUMMIT

SAVE THE DATE  
September 13-16, 2021  
Coronado, CA



# LIVE CUSTOMER RESPONSE SUMMIT

After two Virtual Customer Response Summits (Fall of 2020 and Spring of 2021), we're planning a live, face-to-face **Customer Response Summit** September 13-16, 2021. While we missed celebrating our formal 10 year anniversary of inspiring CX excellence in 2020, we plan to celebrate with you in 2021. The Customer Response Summit Series continues to showcase first-hand, how global brands are challenging the "status quo" of traditional and emerging customer care channels. In 2010, we talked about how social media was changing the CX landscape, in 2020 we were responding to a pandemic, in 2021 we will continue to tap into the strength of our community where leading brands will share their insights into progress topics that are critical to future CX success.

Customer Response Summit is more than a conference – it is an intimate and laser focused forum, providing outstanding opportunities, to directly engage with some of the brightest minds in customer leadership - "Leaders Learning From Leaders." The strength of this forum lies within the innovative design of informative sessions, interactive sessions, relevant industry tours, specialized networking opportunities, and dynamic social engagement activities.



## Sponsorship Opportunities:

[Main Stage](#) | [Breakout Sessions](#)

[Networking](#) | [Branding](#)



# Energize Your Marketing Efforts

To drive real value by building awareness for your brand's industry expertise among a highly targeted audience of key Customer Management decision makers.



## **GOLD LEVEL**

**\$40,000+ in sponsorship opportunities**

- (3) Employee Passes + Facilitator
- (1) Additional employee pass can be purchased for \$2,499
- 8x11.5 insert attendee guide
- (1) Lunch sponsorship



## **SILVER LEVEL**

**\$20,000 - \$39,999 in sponsorship opportunities**

- (2) Employee Passes + Facilitator
- (1) Additional employee pass can be purchased for \$2,499
- 8x11.5 insert attendee guide



## **BRONZE LEVEL**

**\$13,000 - \$19,999 in sponsorship opportunities**

- (1) Employee Pass
- (1) Additional employee pass can be purchased for \$2,499



# MAIN STAGE

## PANEL MODERATION

Panel moderation is more than facilitating over a group of selected brands, on a specific topic, on stage – it is the center piece for sharing best practices and is intrinsically woven into the fabric and mandate of the Forum. Business partners hosting a panel are seen as leaders in the field. Bring your unique insight and ability to engage your audience to center stage.

## CLIENT CASE STUDY

### Investment:

The Client Case Study presentation requires you to bring with you a key client that you select from your organization's portfolio. This is an incredible opportunity to capture the imagination and attention of the audience and to tell your success story. Business partners who have participated found substantial value with this valuable opportunity. Attendees look for proof of concept, access to your research, and critical findings. You receive 45 minutes of valuable air-time and the opportunity to engage the audience, as a leader in the industry. Leave them wanting to hear and learn more about your company's vision.





# MAIN STAGE

## CUSTOMER ENGAGEMENT LIVE

The goal of this session is to establish the business partner as a thought leader in the community and engage and inspire idea and problem solving amongst the attendees. The session will do a limited readback at the end of the session. The remaining feedback will be documented and distributed at the conference the next day and will also be digitally shared on our channels, including our Know It All community.

### How It Works:

- Interactive session that opens with the sponsor and three brands setting the stage for 20 minutes discussing the topic/problem/insight/debate that will underline the activity or engagement that follows.
- The three brands (from registered brand attendees) will either be selected by EITK and/or one of your clients can be part of this.
- We will have the audience break into smaller groups and each will be assigned a moderator (panel member, BP resources, EITK board, and EITK team as required).
- Each table (smaller group) will assign a group member to document findings during the discussions.
- Groups will be given 30 minutes for discussion and a 15-minute highlight readback will follow.
- All findings will be collected and transformed into an insights document by the EITK team.
- The insights document will be distributed post-event via email, social networks, and the KIA Online Community.

### Intended Outcomes:

- Success for this session will lie in the activity and its ability to resonate with the majority of audience members and its ability to generate insightful discussion.
- Attendees highly rate this session as it enables them to learn not only from the stage discussion, but also from each other.
- The sponsor has the opportunity to learn specifics from the entire audience, as well as gain content for post-event marketing and brand awareness.



# BREAKOUT SESSIONS

## CUSTOMER SHOP TALKS

Shop Talks are designed to be laser focused discussions on a narrow area of CX. These small, engaging discussions are great opportunities for you to engage with attendees that have great interest in your topic of discussion. There are four simultaneous Shop Talks, with the attendees able to attend two of the four. Each session is 40 minutes in length with 10 minutes in between. Sponsors are given a private room close to the General Session for the engagement and can brand with various signage and collateral.

### How It Works:

- Facilitate your session in a private assigned breakout room.
- Leaders learn from leaders - Shop Talk is perfectly designed for collaborative, informative, and interactive training sessions.
- Be positioned as thought leaders of subject matter presented.
- Sessions are conducted in sequence on the day of your engagement as attendees rotate from session to session.
- Brand your session with one or two pop up banners and literature for attendees – Booths are not allowed .
- Facilitate your session with necessary supporting AV Equipment – Separate Pricing Provided from Hotel.



# BREAKOUT SESSIONS

## MOMENTS OF BRILLIANCE

It's been proven that our Moments of Brilliance sessions are a top-rated engagement opportunity that attendees want more of. This is your opportunity for your client to provide a direct endorsement of your product and service. Moments of Brilliance are 20-minute sessions that attendees will self-select and rotate every 20 minutes. We will have a total of four simultaneous sessions taking place. Attendees will select two (2) of the three (3) opportunities available to attend and rotate based on self-selection and interest. We will allow for 10 minutes between each session for rotation to take place. Your client will pitch the Moment of Brilliance two (2) times, with each session 20 minutes in length.



# NETWORKING

## PRE-CONFERENCE DINNER

At each EITK Conference, a private dinner is organized specifically for selected key decision makers that are in attendance. EITK secures attendance and, in conjunction with EITK, the Pre-Conference Private Dinner Sponsor covers the costs of the dinner venue. Be the organization to host this high level, networking opportunity. Previous attendees of this exclusive event have thoroughly enjoyed participating.

## EXECUTIVE LUNCHEON

This luncheon is a small gathering of the 20 most senior leaders at the conference. It is an invite only event for these senior leaders to connect early in the conference. This Executive Luncheon will be in a private VIP setting. Following lunch will be an hour-long engagement by the sponsor to drive conversation and thought leadership on the state of CX today. Private and exclusive.



# NETWORKING

## INNOVATIONS LAB SPECTACULAR

After a full day of discussions, our attendees are ready to see concepts live in action. The purpose of the Innovations Lab is to allow attendees to see live applications and how they can be applied to improve CX in different channels and processes. We have included a set time-frame on the conference agenda, combined with our cocktail hour to allow for a comfortable, relaxed setting for engaged conversations and learnings. Sponsors of the Innovations Lab will be given a 10x10 space to host product demos on demand for our guests.

## WELCOME RECEPTION

Help us kick off the Forum in style. The Welcome Reception is held Monday evening (September 13th), in a fun and festive environment. The Welcome Reception Sponsor receives exclusivity and will start the Forum in a stand-out and be noticed fashion. As the Sponsor of this event, you will be able to send a special invitation to all the attendees – encouraging participation and generating excitement for the Reception. Games/Prizes are the responsibility of the Sponsor.



# NETWORKING

## INDUSTRY TOUR

Work with us to identify and plan an exclusive, behind-the-scenes site tour of a local brand facility. Attendees love to top off the Customer Response Summit experience with an industry tour for a sneak peek at the customer experience at some of today's leading brands.



# BRANDING OPPORTUNITIES

Branding opportunities can only be added to an existing sponsorship and are not for individual sale.

## BRANDED COFFEE BAR

Taking place at the first break on day one of the conference. Get creative with this special coffee bar with brand signage and an opportunity to offer guests a unique coffee experience.

## BRANDED DESSERT STATION

Taking place on day one of the conference. Get creative with this special dessert station with brand signage and an opportunity to offer guests a sweet treat to brighten their day.



# BRANDING OPPORTUNITIES

Branding opportunities can only be added to an existing sponsorship and are not for individual sale.

## BRANDED CHARGING STATION

Get your brand noticed! This opportunity includes a soft seating area with a branded charging station for the attendees. Brand the area with your signage and literature. Be a hero and save attendees whose battery is getting low!

## CONFERENCE Wi-Fi

The Wi-Fi logo is always of interest to all attendees! This sponsorship will include your name as the Wi-Fi sponsor for the conference, with many shout outs to providing great Wi-Fi while on site!





# BRANDING OPPORTUNITIES

Branding opportunities can only be added to an existing sponsorship and are not for individual sale.

## ADDITIONAL OPPORTUNITIES

- Conference pens/notepads
- On-stage giveaway
- Advertisements in the Conference Agenda
- Room Drop (1 opportunity available)
- Hotel Key (1 opportunity available)



**If you are interested in learning  
more about these opportunities,  
contact sales at:  
[info@execsintheknow.com](mailto:info@execsintheknow.com)**

