



**Execs In The Know**

**2023**

**SPONSORSHIP MEDIA KIT**

# ABOUT EXECS IN THE KNOW

## Quick Facts

- Since 2010, we've been providing CX leaders with learning, sharing, networking, and engagement opportunities to innovate.
- 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 engaging 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, enlighten, and motivate change.





# THE EXECS IN THE KNOW ADVISORY BOARD



**JARED BENESH**

*Executive Vice President, Member Experience Transformation*

State Employees' Credit Union\*



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*Vice President of Customer CARE & Fraud*

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*Chief Customer Contact Officer*

smile  
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*Vice President, gTech Users & Product Operations*

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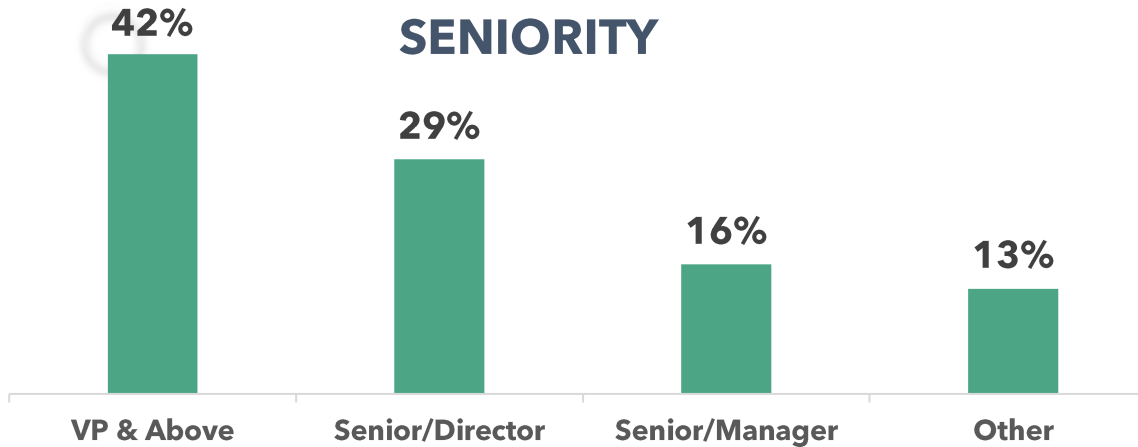
**CAROLYN TRUELOVE**

*Vice President, Reservations and Customer Relations*

American Airlines

# ABOUT EXECS IN THE KNOW

## SENIORITY

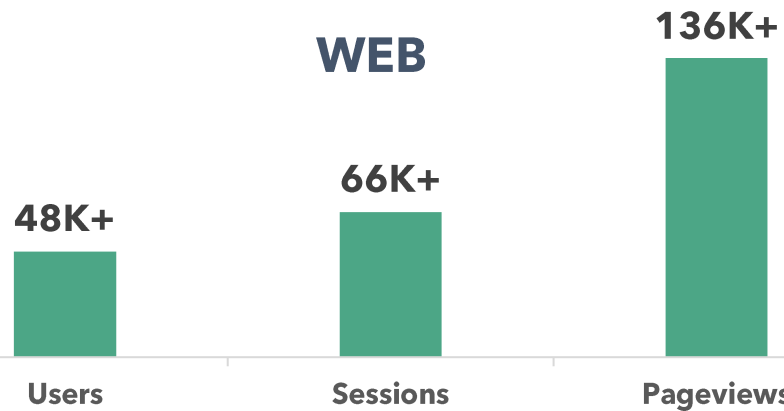


## DATABASE

Over 14,000 Leadership Subscribers

70% Director, VPs, and Above

## WEB



## SOCIAL



Over 60,000+ Followers



# A FEW OF THE BRANDS IN OUR COMMUNITY





# ENERGIZE YOUR MARKETING

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

CX Marketplace



## CONTENT PROMOTION

CX Insight Magazine

Contributed Article

CX Insight Magazine

Contributed Ad

Thought Leadership

Promotion



## RESEARCH & CONTENT CREATION

CX Leaders Trends & Insights

Report Partners

Targeted CX Research

Report Partner

Content Creation Services



## VIRTUAL & LIVE ENGAGEMENT

Virtual Executive

Roundtables

Subject Matter Briefings

Customer Response

Summits



# 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, 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 with assets you can use indefinitely.

### Sponsorship Opportunities:

[Co-Branded Webinars](#)

[CX Marketplace](#)



[BACK TO OVERVIEW OF SERVICES](#)



# CO-BRANDED WEBINARS

Limited to two Webinars per Business Partner in a calendar year. The two events cannot be consecutive.

**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 not only assists in the facilitation and hosting of a webinar specially designed to feature your brand, we 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 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 ongoing.





# ...CO-BRANDED WEBINARS

Visit: <https://execsintheknow.com/knowledge-center/webinars/>

## INCLUDES:

- EITK live event facilitator and technology support.
- EITK promotional content creation, editing, and design.
- Kick-off call to discuss the 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 the registration form).

Learn how to optimize your agent performance for exceptional CX. In this email, not displaying correctly? [View it in your browser](#)

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 **special webinar** featuring Dr. Skyler Place, Chief Behavioral Science Officer at Cogito, and Kathy Juve, 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...

[Click 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 Market | Newsroom | B2B Online Community

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Execs In The Know | KNOWLEDGE CENTER | EVENTS | COMMUNITY | MARKETPLACE | SUPPLIER ENGAGEMENT | ABOUT US

**VIRTUAL OUTSOURCING BRIEFING**  
DECEMBER 10, 2020

**A View from Inside Your Outsourced Partners' Walls**  
Virtual Briefing Series - April 6, April 14, 1:00 PM EDT  
Navigating Global Impacts to Your CX Strategies

**VIRTUAL EVENTS**

- Virtual Outsourcing Briefing - Dec. 10
- CRS - 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

**SEPTEMBER 10, 2020 WEBINAR**  
**Keeping Your Customer Journey Personal Amid Historic Change**

**JULY 28, 2020 WEBINAR**  
**Fueling Growth with a Virtual Flex Service Model**

**JULY 20, 2020 WEBINAR**  
**Agility In Disruptive Times: How The Home Depot Is Embracing the "Next Normal" in the Customer & Employee Experience**

**JUNE 9, 2020 WEBINAR**  
**Embrace and Activate Digital Customer Engagement for Future Success**

**MAY 28, 2020 WEBINAR**  
**Business Continuity in the Midst of a Crisis & Preparing for the New Normal**

**MAY 23, 2020 WEBINAR**  
**Double Win: Transforming Customer and Employee Experience with Artificial Intelligence (AI)**

## UPCOMING WEBINARS

**NOVEMBER 19, 2020 WEBINAR**  
**Empowering Agents 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**

Execs In The Know  
2,193 followers  
3h •












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

Join us on November 19, 2020, for "Empowering Agent with Real-Time Insights: A Formula for Exceptional CX" ...see more

**NOVEMBER 19, 2020 WEBINAR**  
**Empowering Agents with Real-Time Insights: A Formula for Exceptional CX**

cogito | CONCENTRIX

# KNOW IT ALL "KIA" CX MARKETPLACE

 <p><b>Concentrix</b> Concentrix brings together unmatched talent and all the tools and capabilities to power the greatest customer engagement.</p> <p><a href="#">VIEW PARTNER PROFILE</a></p>	 <p><b>COPC</b> COPC delivers strategy, program development, and implementation services to improve operations that support customer experience.</p> <p><a href="#">VIEW PARTNER PROFILE</a></p>	 <p><b>CustomerServ</b> CustomerServ is an outsourcing ecosystem and matchmaking innovator, helping brands find and select the right call center BPO relationships worldwide.</p> <p><a href="#">VIEW PARTNER PROFILE</a></p>
 <p><b>Genesys</b> Through the power of our cloud, digital and AI technologies, Genesys® orchestrates more than 70 billion remarkable customer experiences for organizations in more than 100 countries.</p> <p><a href="#">VIEW PARTNER PROFILE</a></p>	 <p><b>HGS</b> HGS (Hinduja Global Solutions) is a BPO partner that designs customer experiences that are human centered and easy to navigate.</p> <p><a href="#">VIEW PARTNER PROFILE</a></p>	 <p><b>Nuance</b> Nuance Communications (Nuance) is a technology pioneer with market leadership in conversational AI and ambient intelligence. A full-service partner, Nuance creates intuitive solutions that amplify people's ability to help others.</p> <p><a href="#">VIEW PARTNER PROFILE</a></p>
 <p><b>Pathlight</b> Pathlight analyzes performance data across all your systems so everyone can know how they are doing and your team can unlock its full potential.</p> <p><a href="#">VIEW PARTNER PROFILE</a></p>	 <p><b>ResultsCX</b> We design, build, and deliver digitally influenced customer journeys that achieve the satisfaction and loyalty levels brands need to thrive and grow while improving efficiency and reducing costs.</p> <p><a href="#">VIEW PARTNER PROFILE</a></p>	 <p><b>Sutherland</b> Sutherland creatively discovers, humanitically designs, analytically develops, and seamlessly deploys digital customer experience transformation solutions.</p> <p><a href="#">VIEW PARTNER PROFILE</a></p>
 <p><b>Teleperformance</b> Teleperformance is the Agile Business Services Partner that Companies Need in this Digital World.</p> <p><a href="#">VIEW PARTNER PROFILE</a></p>	 <p><b>Vistio</b> Vistio is a contact center technology solution that uses next-best-action guidance and automation to help agents confidently provide quick and accurate resolution to customer inquiries, simplifying the agent's job and reducing the guesswork and stress of handling customer interactions.</p> <p><a href="#">VIEW PARTNER PROFILE</a></p>	<p><a href="#">CLAIM YOUR CX MARKETPLACE</a></p>



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 over 700 (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.

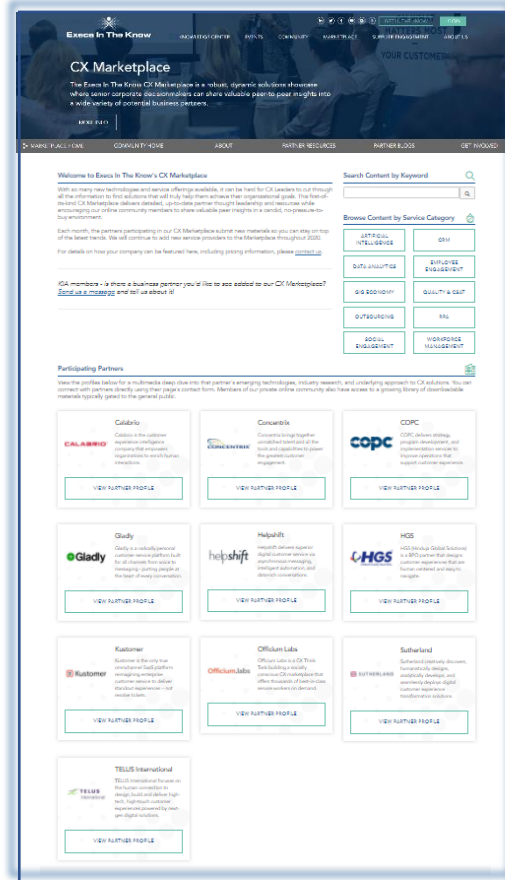


# ...CX MARKETPLACE

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

## INCLUDES:

- Customizable CX Marketplace Showcase Site.
- Monthly reporting on content views and page visitors.
- Monthly content updates.
- Promotion of your CX Marketplace site within KIA Community, and across Execs In the Know's wider community of 14,000+ 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.

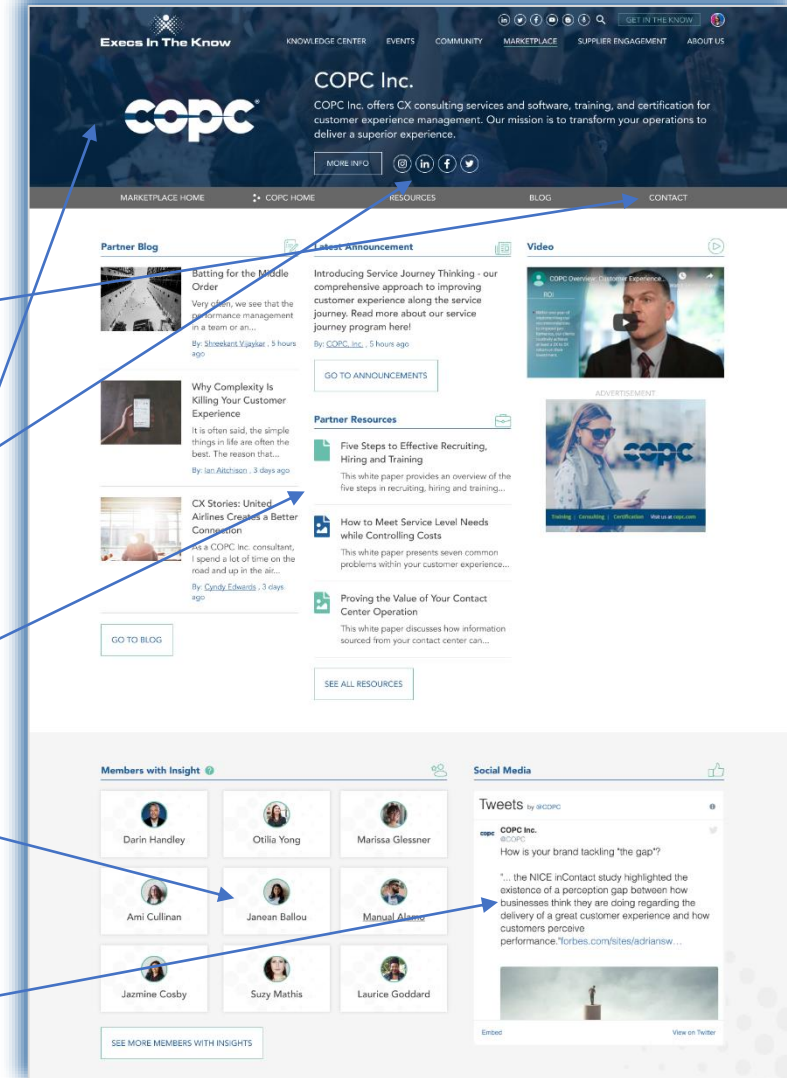
## Thought Leadership Content

Robust content showcases your knowledge and expertise.

## Members with Insight

KIA members with first-hand knowledge of your brand.

## Social Feed





# CONTENT PROMOTION

## PROMOTE YOUR EXPERTISE

The 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. That is why Execs In The Know provides a variety of rich **Content Promotion** opportunities — which provide both promotional value as well as reusable content that can be distributed through your organization's own promotional channels.

### Sponsorship Opportunities:

[CX Insight Magazine Contributed Article](#)

[CX Insight Magazine Contributed Advertisement](#)

[Thought Leadership Promotion](#)



[BACK TO OVERVIEW OF SERVICES](#)



# CX INSIGHT MAGAZINE CONTRIBUTED ARTICLE

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 2023 with a branded 1,200-1,600 word **Contributed Article** 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.



## 2023 PUBLICATION CALENDAR

Submission Due Dates:

Jan 6<sup>th</sup>

Mar 31<sup>st</sup>

June 30<sup>th</sup>

Sep 29<sup>th</sup>

Publishing Dates:

JAN

APR

JUL

OCT

18<sup>th</sup>

12<sup>th</sup>

12<sup>th</sup>

11<sup>th</sup>



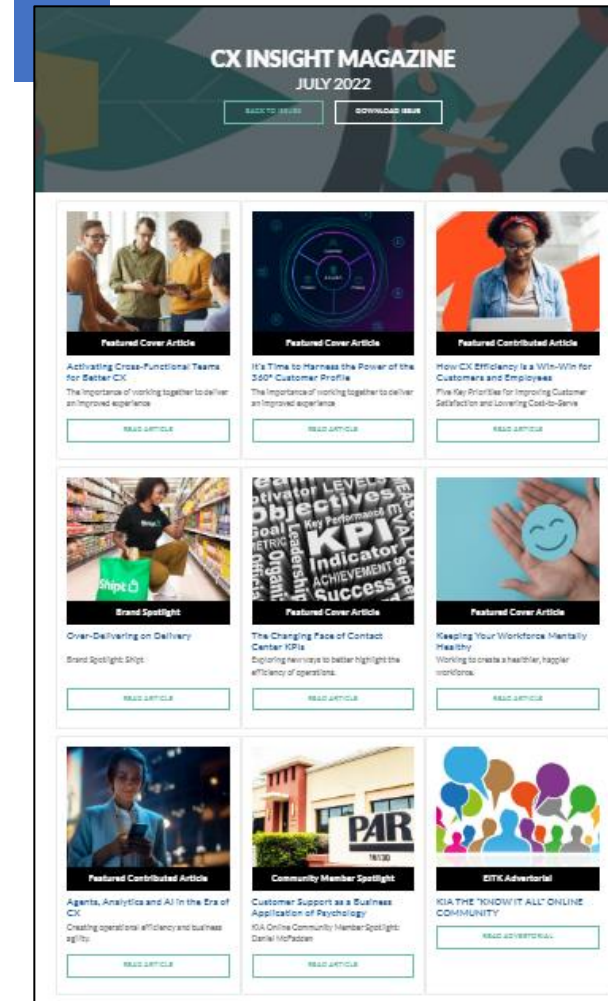
# ...CX INSIGHT MAGAZINE

## CONTRIBUTED ARTICLE

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 hyperlinked, and a 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.



CONTENT PROMOTION>>> [CX Insight Magazine Contributed Article](#) | [CX Insight Magazine Contributed Ad](#) | [Thought Leadership Promotion](#)

[BACK TO OVERVIEW OF SERVICES](#)

# CX INSIGHT MAGAZINE CONTRIBUTED AD

PICTURE YOUR AD HERE



## Quarterly Publication | Two (2) per Quarterly Magazine

Looking to broaden your reach and amplify awareness for your organization or promote a content piece (research report, infographic, eBook, perspectives paper, blog article, etc.) with a brand ad? Put it on display with an 8.5 x 11, full-bleed, high resolution, **Contributed Advertisement** in our quarterly CX Insight Magazine publication. Your Advertisement will be part of a publication that gets right to your CX leader decision-maker audience. The full magazine will be available to read online with an option to download for easy portability. Online, your Advertisement will sit among the other articles on the issue landing page and will be part of the downloadable and print versions. This flagship publication will get ample visibility through email, social media, in our online community – KIA, and during events.

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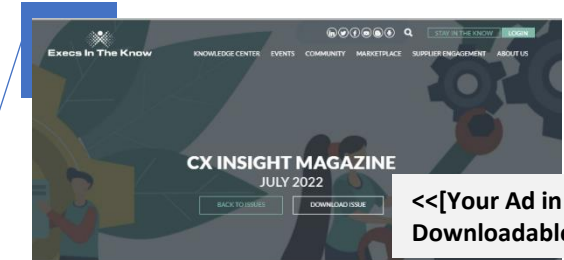
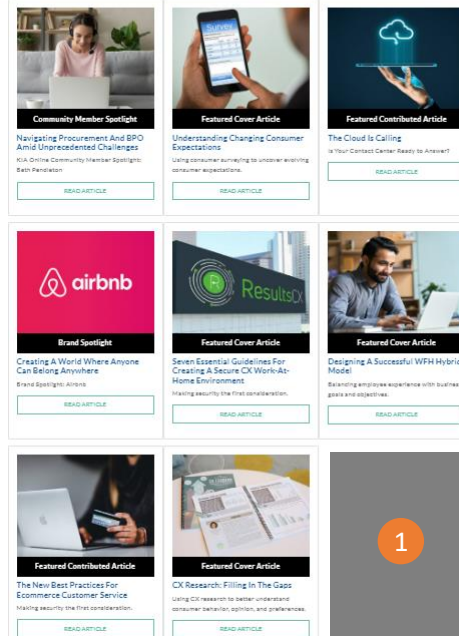
# ...CX INSIGHT MAGAZINE

## CONTRIBUTED ADVERTISEMENT

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

### INCLUDES:

- 8.5 x 11 full bleed, advertisement in the publication.
- Listing on the publication landing page as shown in #1 to the right.
- Ever-present listing on the right column in the article/advertisement view as shown in #2 to the right.
- Placement in the online publication as shown in #3 to the right.
- 8.5 x 11 full bleed, advertisement in the downloadable pdf (see #4) and print (see #5) versions of the publication as noted to the right.
- 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 ...



<<[Your Ad in the Downloadable version]



[Your listing] >>

#1 Knowledge Management Platform  
**www.eGain.com**



[Your full-page Ad]

Go Back to An Article: Have a story idea? Submit to [info@execsintheknow.com](mailto:info@execsintheknow.com)  
Want to get this publication in your inbox? [Subscribe Here!](#)



CONTENT PROMOTION>>> [CX Insight Magazine Contributed Article](#) | [CX Insight Magazine Contributed Ad](#) | [Thought Leadership Promotion](#)

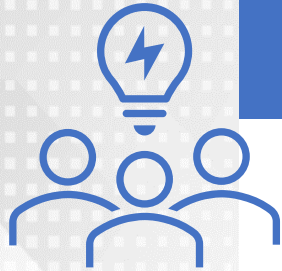
[BACK TO OVERVIEW OF SERVICES](#)



# THOUGHT LEADERSHIP PROMOTION

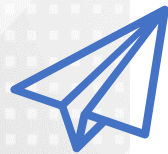
## THOUGHT LEADERS

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



## EFFECTIVE THOUGHT LEADERSHIP

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



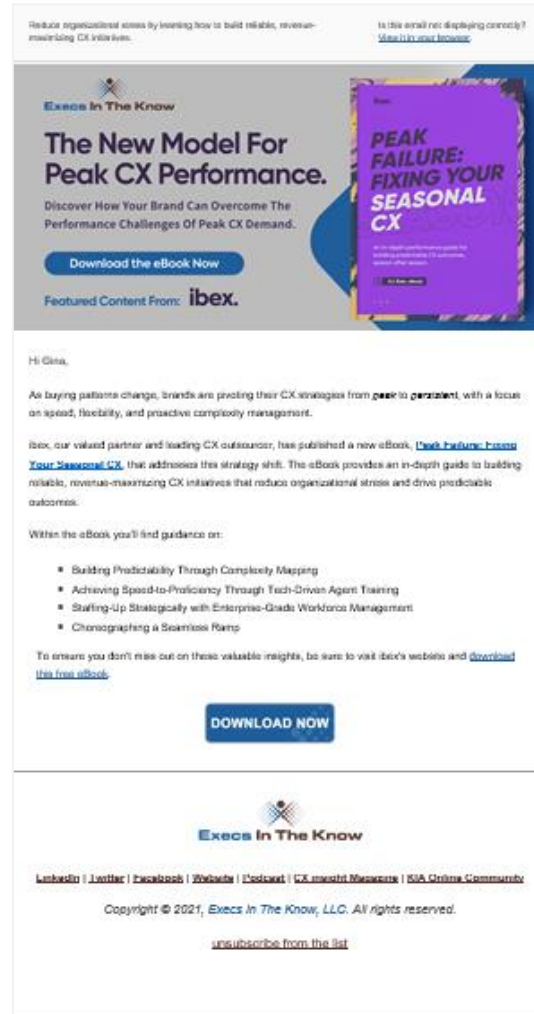
Already have effective content, but searching for new people to present it to? Want to affordably get your message in front of tens of thousands of customer experience professionals? An Execs In The Know **Thought Leadership Promotion** email can be a highly effective way to demonstrate your knowledge and subject matter expertise through educational-based content. Regardless of whether you want to promote a product, a specific piece of content, or a summary of insights from a past event, 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 14,000+ 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 LEADERSHIP PROMOTION

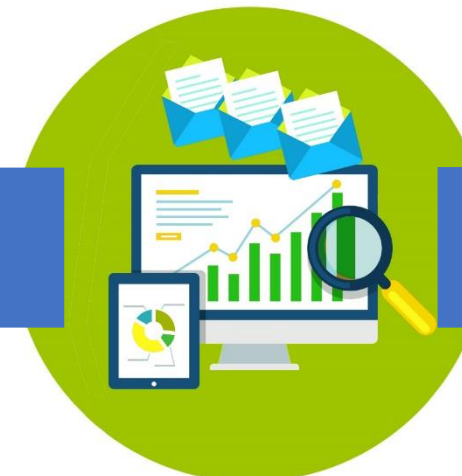
## INCLUDES:

- EITK provides (1) Email blast to corporate database (approximately 14,000+ CX leadership subscribers).
- HTML programming.
- Email banner creation.
- Copy positioning input, review, and edits.
- Email performance reporting one week after promotion.



SUBSCRIBERS  
14,000+

DIRECTORS, VPS,  
AND ABOVE  
70%





# RESEARCH & CONTENT CREATION

## CREATE MORE

We understand the industry, can quickly get to know your brand and your offering, and we have insights into what is relevant and of interest to customer management professionals. We can work with you 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 **Research & Content Creation Services** offer both turnkey Research Report Partnerships and custom content creation options that extend to industry blogs, articles/features, spotlights, case studies, 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.



### **Sponsorship Opportunities:**

[CX Leaders Trends & Insights Report Partnership](#)

[Targeted CX Research Report Partnership](#)

[Content Creation Services](#)

[BACK TO OVERVIEW OF SERVICES](#)

# CX LEADER TRENDS & INSIGHTS REPORT PARTNER

- (1) Opportunity for Corporate (Spring) 2023 Report
- (1) Opportunity for Consumer (Fall) 2023 Report

Over the years, Execs In The Know (EITK) research has produced insights about the experiences, opinions, and perspectives of both consumers and corporate leaders, published on a bi-annual basis. The **CX Leaders Trends & Insights** report series focuses on consumer behavior and expectations using dynamic survey data, as well as corporate strategies and best practices, but will also infuse many of the views and opinions of experts within our community.

As a **Report Partner**, you get the benefit of having your name prominently displayed on the report. You will be provided the opportunity to preview the report and provide a written perspective for inclusion. Each report will be heavily marketed to our community through email campaigns, social media, and in KIA, EITK's private online community. Report Partners will receive branding in all these efforts, and the reports will live on our website as a key resource for our industry. ***NEW in 2023:*** *As a Report Partner, you will get one pass to Customer Response Summit, have the option to buy one additional pass at the \$2,499 rate, be featured on stage as our Report Partner, and get recognized in the opening notes at the conference.* In addition, copies of the report will be distributed to key community leaders throughout the year. CX Leaders Trends & Insights Report Partners will also be given full rights to digital distribution.



# ...REPORT PARTNER

Visit: <https://execsintheknow.com/knowledge-center/cx-research/cx-leaders-trends-insights/>

Corporate Edition Example

## INCLUDES:

- Referenced as the report Partner in the “A Note From the Author” section.
- Two to four dedicated pages of content, making up the “Report Partner Commentary” section regarding the report findings. Commentary may include reactions to the findings, additional insights, innovation examples, etc. as it pertains to your area of expertise.
- One page of content, for the Partner boilerplate section.
- Brand visibility with logo displayed in both the “Partner Commentary” and Partner boilerplate sections.
- Brand visibility as market the report through email campaigns, social media, on our website, and in KIA (EITK’s private online community).
- Attendance and visibility at CRS, including one pass to Customer Response Summit, have the option to buy one additional pass at the \$2,499 rate, be featured on stage as our report Partner, and get recognized in the opening notes at the conference.
- Brand visibility with copies to be distributed to key community leaders throughout the year.
- Rights to digital distribution.

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### Approved language examples:

- We are a proud Research Partner of the Execs In The Know CX Leaders Trends & Insights, “insert Type” Edition report.
- As a Partner and contributor to the Execs In The Know CX Leaders Trends & Insights, “insert Type” Edition ...



# TARGETED CX RESEARCH REPORT PARTNER

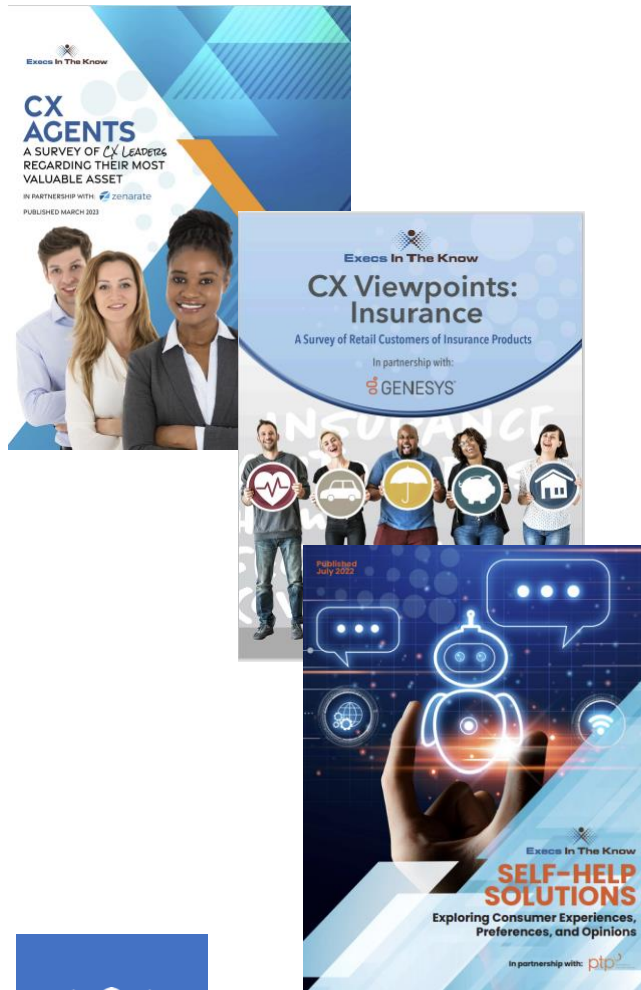
## Total of six (6) Report Partnership Opportunities in 2023

**Targeted CX Research** translates some of the industry hottest, Execs In The Know selected topics (like Outsourcing, Channel Strategy, Consumer Behavioral Insights, and more) into a custom, co-branded report. CX practitioners are always eager for an opportunity to take a deep dive into consumer and corporate perspectives. Execs In The Know's Targeted CX Research features expert survey creation, robust sampling, highly qualified survey participants, and detailed analysis. The result is a Partnership opportunity for the highly marketable, highly sought-after deliverable that positions the Partnering brand as a leading contributor to the advancement of the CX industry's base of knowledge. Aside from the Partner's branded contributed content, the custom report is truly a turnkey opportunity, resulting in a high-impact marketing, interest-building deliverable.



# ...REPORT PARTNER

Visit: <https://execsintheknow.com/knowledge-center/cx-research/hot-topics-research/>



## INCLUDES:

- Branding as the report's project Partner in the Introduction.
- Up to four pages of contributed analysis/branded content within the front of the report.
- Space at the end of the report for Partner's boilerplate.
- Brand visibility via EITK's marketing of the report via email campaigns, social media, on our website, and in KIA (EITK's private online community), and event distribution.
- Rights to digital and/or print distribution.

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BRINGING YOU CLOSER TO THE AUDIENCE



THROUGH CONTENT

# CONTENT CREATION

## Pricing Based on Scope

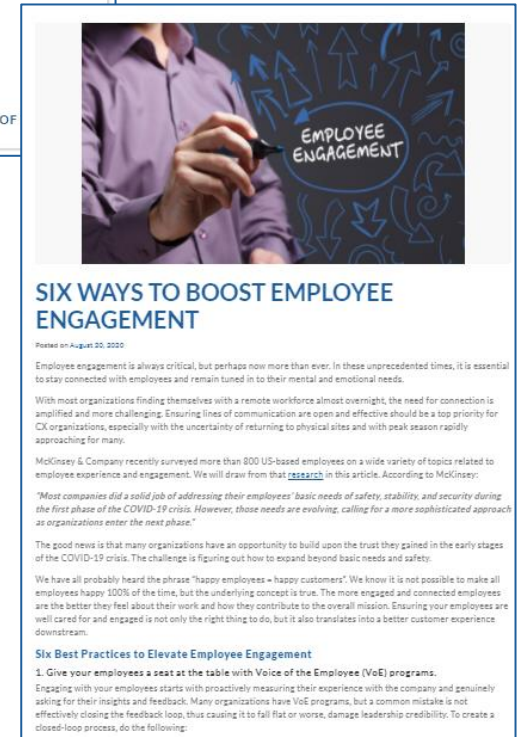
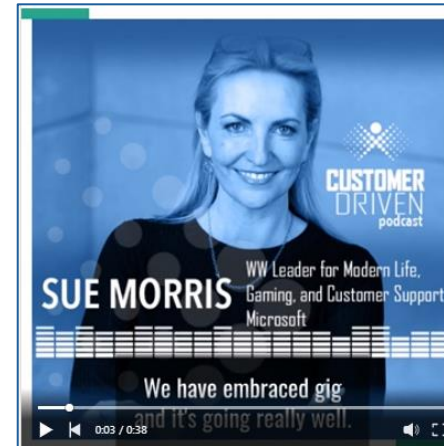
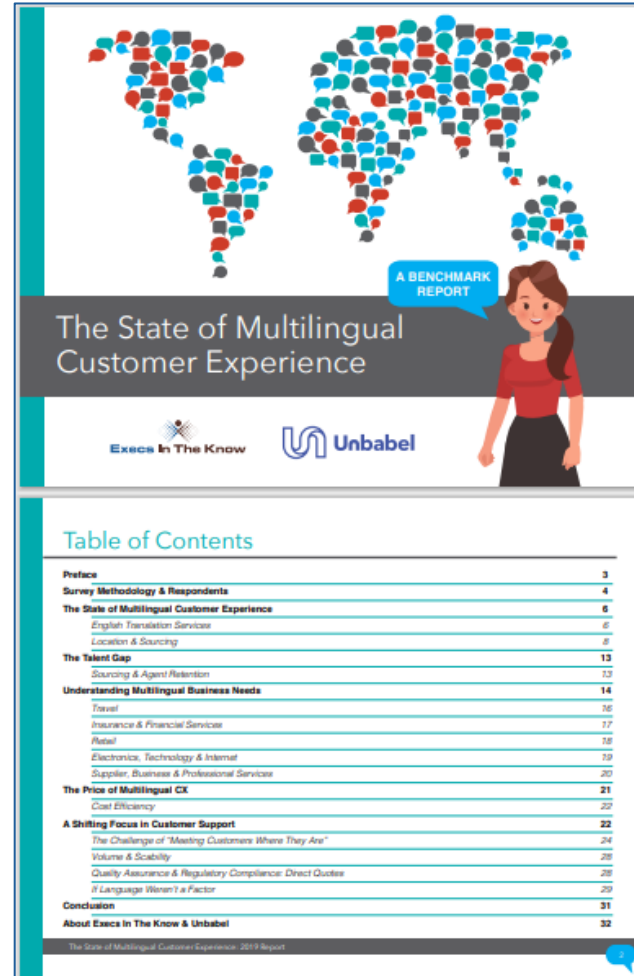
From concept to print production, we can take a content idea to the final content piece in a matter of weeks. With our industry knowledge, we can scope your goals and take the heavy lifting off your plate. With our **Content Creation Services**, we can write and edit, do the design and layout, manage the print and distribution, and provide the necessary project management to achieve your goals.

## Content Creation May Include:

- Industry Blogs
- Articles
- Spotlights
- Case Studies
- White Papers
- Marketing Materials
- Research
- Survey Writing
- Audiograms
- And more



# ...CONTENT CREATION



# 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 Roundtables](#)

[Virtual Subject Matter Briefings](#)

[In-Person Subject Matter Briefings](#)

[Customer Response Summits \(Spring & Fall\)](#)



[BACK TO OVERVIEW OF SERVICES](#)





# VIRTUAL EXECUTIVE ROUNDTABLES

**Limited to two Virtual Executive Roundtables per Business Partner in a calendar year. The two events cannot be consecutive.**

Available throughout the year, a Virtual Executive Roundtable is a small invite-only gathering of 12-15 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 Roundtable is ideal for partners looking to engage and build relationships with key decision makers in an exclusive VIP setting.

## How it Works

- Execs In The Know will recruit key decision makers and drive attendance.
- Partners will be positioned as the thought leaders for the session.
- Partner-provided collateral and giveaways will be shipped by Exec In The Know (EITK) to attendees prior to the event.
- Event production, marketing, and fulfillment will be facilitated by EITK.





# VIRTUAL SUBJECT MATTER BRIEFINGS

## Five (5) Panelists per Briefing

**Subject Matter Briefings** offer an unparalleled opportunity to spend two hours 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 2023 Subject Matter Briefings will focus on solving the most pressing customer experience challenges and opportunities.

A **Subject Matter Briefing** focuses on a specific CX topic and dives deep into the most relevant solution themes through the expertise and perspectives of our panel of subject matter experts. Corporate brands 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.

Briefings will be held virtually using Zoom Video Meeting to promote engagement and open discussion.







## IN-PERSON SUBJECT MATTER BRIEFINGS

### 2 Cities Briefing - Five (5) Panelists per Briefing

**In-Person Subject Matter Briefings** allow you to be an influencer in the area of Outsourcing by joining us, along with some of the most progressive brands in the industry, for a day of can't-miss learning, sharing, networking, and engagement to drive innovation in CX. With an audience of forward-thinking leaders—primarily director and VP titles—you can make new connections and help set the agenda for Outsourcing among the decision-makers.

#### **As 1-of-5 Sponsoring Business Partner Panelist, You'll Have the Opportunity to:**

- Display your expertise in front of today's decision-makers and buyers of CX technologies and services.
- Build brand awareness and engagement through targeted participation and relationship cultivation.
- Be viewed by the attendees as a strong advocate for the community's objectives and desired outcomes in thought leadership for the upcoming Briefing.



# IN-PERSON SUBJECT MATTER BRIEFINGS

AGENDA EXAMPLE



**8:15 - 4:30 PM** Specific times are subject to change based on location.

Example Only	Standard Agenda
8:15 AM – 9:00 AM	Registration & Breakfast (45 min)
9:00 AM – 9:15 AM	Kickoff (15min)
9:15 AM – 10:00 AM	Featured Brand Presentation (45 min)
10:00 AM – 11:00 AM	Interactive Panel Discussion (1 hour)
11:00 AM – 11:15 AM	Break
11:15 AM – 12:30 PM	Interactive Panel Discussion (1.25 hours)
12:30 PM – 1:30 PM	Lunch (1 hour)
1:30 PM – 3:00 PM	Corporate Roundtable Discussion (1.5 hours)
3:00 PM – 4:30 PM	Cocktail Hour (1.5 hours)





AUSTIN, TEXAS  
JW MARRIOTT AUSTIN

March 1-3, 2023



NASHVILLE, TENNESSEE  
THE GRAND HYATT NASHVILLE

September 20-22, 2023



LEVELS BASED ON TOTAL OVERALL SPONSORSHIP SPEND\*

#### SPONSORSHIP OPPORTUNITIES INCLUDE

OPENING DAY WORKSHOPS	MOMENTS OF BRILLIANCE SESSIONS
MAIN STAGE - PANEL	INNOVATIONS LAB
MAIN STAGE – CASE STUDY	SOCIAL/NETWORKING EVENTS
CUSTOMER SHOP TALK SESSIONS	BRANDING OPPORTUNITIES

and more...

# CUSTOMER RESPONSE SUMMITS CRS (SPRING & FALL)

The Customer Response Summit (CRS) Series is an event built by CX leaders for CX leaders. Twice a year global brands come together and rally around topics they care about most in a format that fosters relationship building, stimulates curiosity, amps up creative problem solving, and continues to build foundational CX leadership knowledge through sharing of best practices. As we continue to evolve CX with our leaders learning from leaders' approach, CRS has become known as the pinnacle event for knowledge-sharing with thought leadership and actionable takeaways coming from both our CX leader community and our innovative CX Business Partners.

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 experience. The strength of this forum lies within the innovative design of informative sessions, interactive breakouts, relevant industry tours, specialized networking opportunities, and dynamic social engagement activities.







**Execs In The Know**

**If you are interested in learning  
more about these opportunities,  
contact sales at:**

**[scott@execsintheknow.com](mailto:scott@execsintheknow.com)**