



Execs In The Know

2024

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 25K corporate practitioners in our community.
- 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.



CORPORATE ADVISORY BOARD



The Mission of the Execs In The Know Corporate Advisory Board is to advance the sharing, learning, and brand-to-brand mentorship, of customer success strategies. Our Advisory Board Members and their respective brands represent Customer First and recognize the importance of customer success.



Jim Gallagher
Vice President of
Customer Care & Fraud

NORDSTROM



Carolyne Truelove
Vice President,
Reservations and
Customer Relations



Peter Mallot
Worldwide Support Leader
for Modern Life and
Business Programs



Alvin Stokes
Chief Customer
Contact Officer
[FORMERLY WITH]



Mike Gathright
Senior Vice President,
Customer Experience



Ebrahim Hyder
Vice President of
Consumer Service

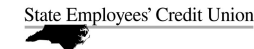
MICHAEL KORS



John Caldwell
Senior Director Team
Member Service Centers



Jared Benesh
Executive Vice President,
Member Experience
Transformation



Mike Jones
Senior Director,
Customer Care &
Operations



Sue Morris
Vice President, gTech
Users and Product
Operations



Paul Brandt
Chief Experience
Officer



John McCahan
Vice President,
Customer Care



Lisa Oswald
Senior Vice President,
Customer Service



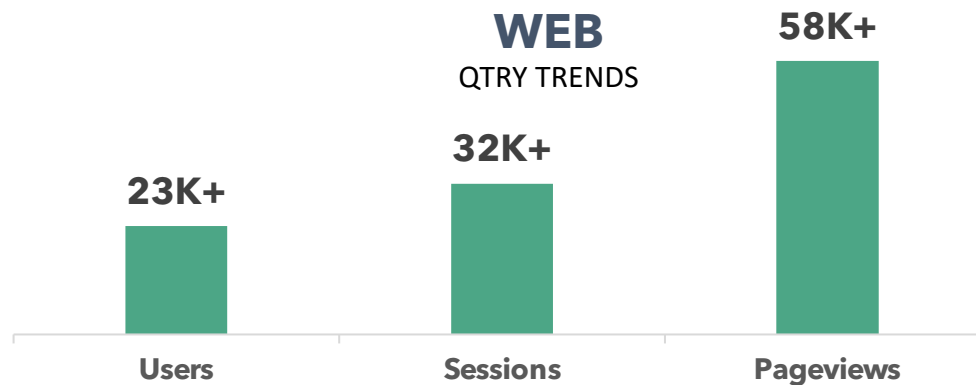
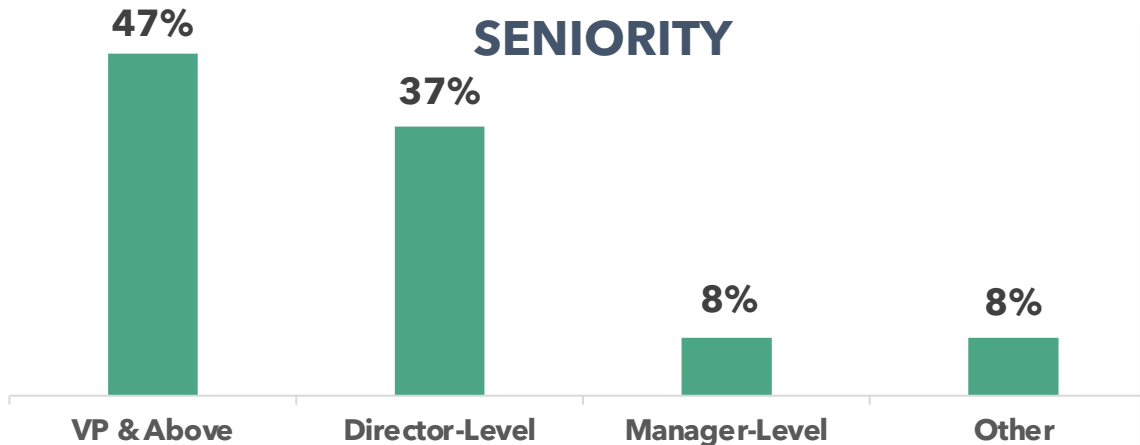
Andrew Pine
Head of Consumer
Affairs and Customer
Relationship Center



Tracy Sedlak
Vice President of
Customer Success



ABOUT EXECS IN THE KNOW



CORPORATE DATABASE

Over 25K+ Leadership Subscribers

80+ percent Directors, VPs, and Above

SOCIAL



Over 80,000+ 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.

CONTENT PROMOTION

CX Insight Magazine
Contributed Article

CX Insight Magazine
Contributed Ad

Thought Leadership Promotion

VIRTUAL & LIVE ENGAGEMENT

Virtual Executive Roundtables
Virtual Subject Matter Briefings
In-Person Outsourcing Briefings

Customer Response Summits (Spring & Fall)
Foundations in AI for CX Certification Program



RESEARCH & CONTENT CREATION

CX Leaders Trends & Insights
Report Partner

Targeted CX Research
Report Partner

Content Creation Services

DIGITAL ENGAGEMENT

Co-Branded Webinars
CX Marketplace



● 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](#)



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. (Is this email not displaying correctly? [View this page 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 outsourcing, 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...

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

REGISTER

Execs In The Know

Leah Kato | Jennifer | David | David | CX MarketPlace | Q&A, Online Community

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

Virtual Briefing Series, Part 4, April 14, 1:00 PM EDT
A View from Inside Your Outsourced Partners' Walls
 OUTSOURCING BRIEFING DECEMBER 10, 2020

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 23, 2020 WEBINAR
Keeping Your Customer Journey Personal Amid Historic Change
 View

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

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

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

MAY 26, 2020 WEBINAR
Business Continuity in the Midst of a Crisis & Preparing for the New Normal
 View

MAY 26, 2020 WEBINAR
Double Win: Transforming Customer & Employee Experience with Artificial Intelligence (AI)
 View

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

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 VENDOR DIRECTORY LISTING

Company Name

Logobrand

BTK Community Partner 2024

Connect With Us

123 Any Street,
Any Town, Any State, XXXXX
555-XXX-XXXX

CONTACT US **VISIT WEBSITE**

Industries We Serve

- Business Services
- Consulting
- Consumer Electronics, Technology & Software
- Security

Categories

Artificial Intelligence, Business Strategy, Employee Engagement, Outsourcing, Remote Workforce Management, Staffing, Vendor Performance Management

Who We Are

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What We Do

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CX VENDOR DIRECTORY

Filter By Service Category Filter By BTK Community Partners **FILTER**

CustomerServ

CustomerServ is an outsourcing ecosystem and maximizing innovator, helping brands find and select the right call center BPO relationships worldwide.

Gladly

Gladly is the only customer service platform built around people, not tickets. With everything built-in – voice, email, SMS, chat.

laivly

Laivly helps some of the world's biggest brands improve cost, consistency and productivity issues in their contact centers via AI and automation.

OP360

OP360 is a US-headquartered BPO providing research and offshore support to ambitious companies. Thanks to the combination of expertise, people, innovative technology, and progressive thought leadership, OP360 ...

Visit our website to learn more at **VISIT WEBSITE**

A **CX Vendor Directory Listing** in our KIA online community allows your brand to gain visibility in front of our active 1,000+ KIA online community members, representing some of the brightest minds in CX. These are the decision makers researching and evaluating vendors and seeking to learn about new CX tools to offer better customer and employee experiences.

Because your listing will be publicly visible and reach beyond the private online community, your brand will be discoverable and found on our industry-leading online community site, creating instant credibility.

Visitors can easily access the CX Vendor Directory from the top-level navigation and filter to search by service category to find your company to engage with your listing, a clean and dedicated page without the noise of other competitive ads where you can create awareness and interest in what you do.

WHAT YOU GET

- Prominent display of your company name, logo, and social media links.
- Designed area to display your company contact information.
- Ample space to share who you are and what you do.
- Three call-to-action conversion points where people can either reach out to you or go to your company's website.
- If you provide UTMs, we will include those on your CTA buttons so you can track traffic to your website.
- If you have partnered with Execs In The Know in the current year, a special Community Partner badge will be displayed on your page so our members can easily identify active partners.

● 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](#)



● CX INSIGHT MAGAZINE CONTRIBUTED ARTICLE

A Quarterly Publication



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 2024 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.

2024 PUBLICATION CALENDAR

Submission Due Dates:

Jan 3 rd	Mar 20 th	June 26 th	Sep 18 th
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Publishing Dates:

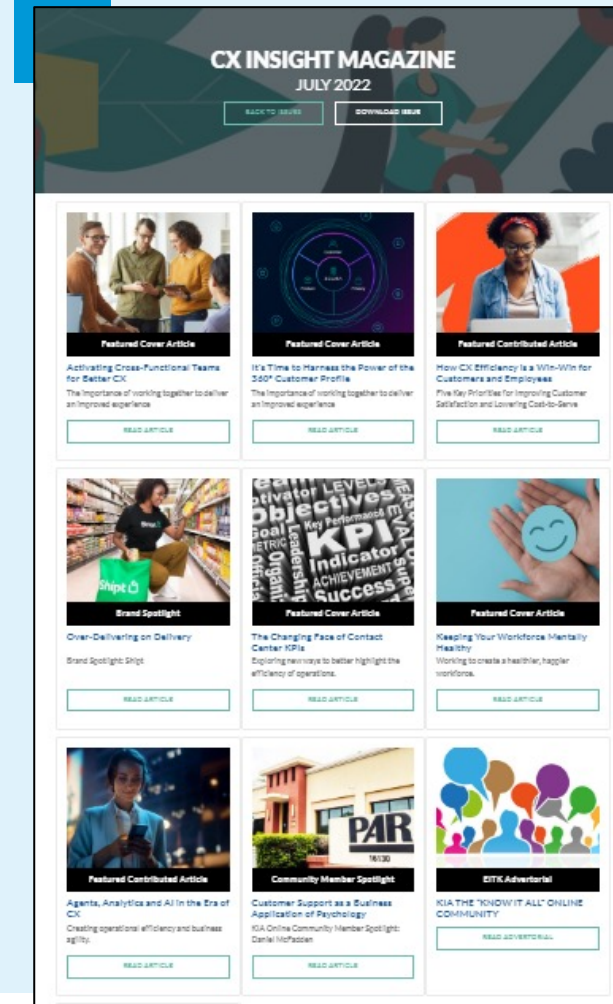
JAN	APR	JUL	OCT
24 th	10 th	17 th	9 th

● ...CX INSIGHT MAGAZINE CONTRIBUTED ARTICLE

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

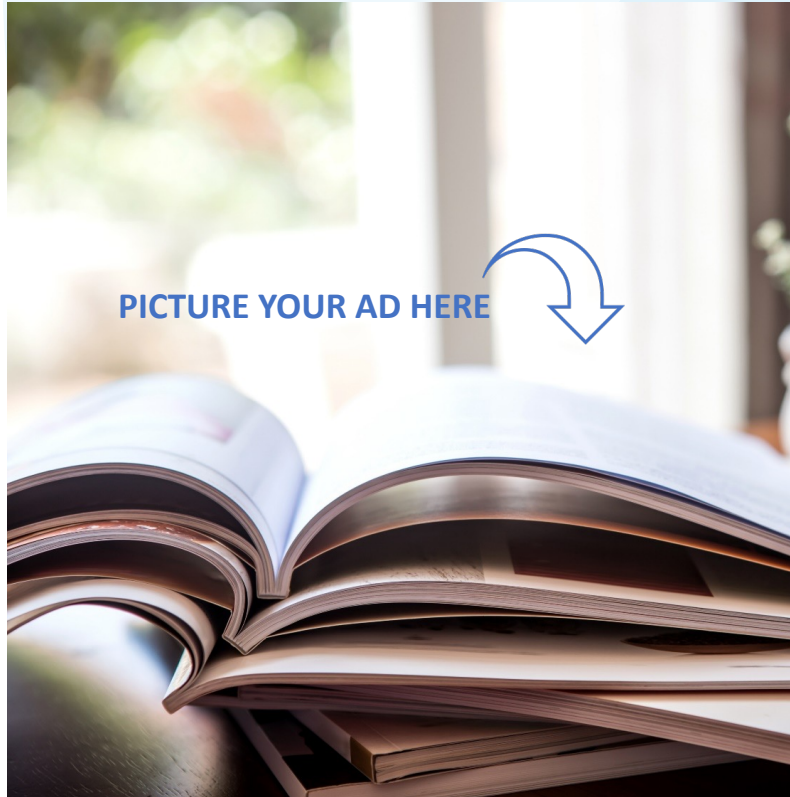
INCLUDES:

- 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.



CX INSIGHT MAGAZINE CONTRIBUTED AD

A Quarterly Publication | Two (2) Available 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.

2024 PUBLICATION CALENDAR

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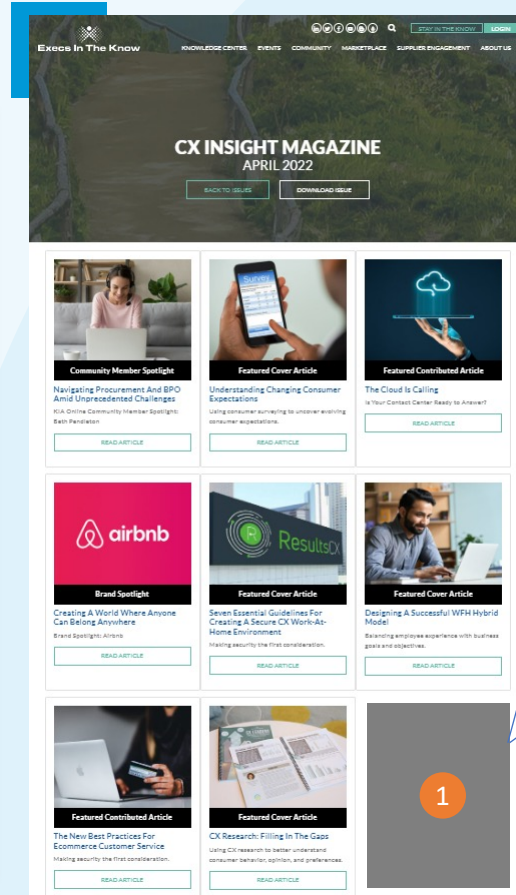


...CX INSIGHT MAGAZINE CONTRIBUTED AD

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 ...



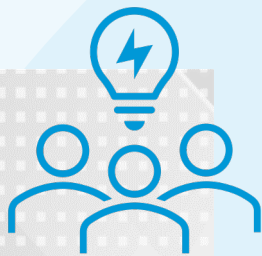
● THOUGHT LEADERSHIP PROMOTION

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



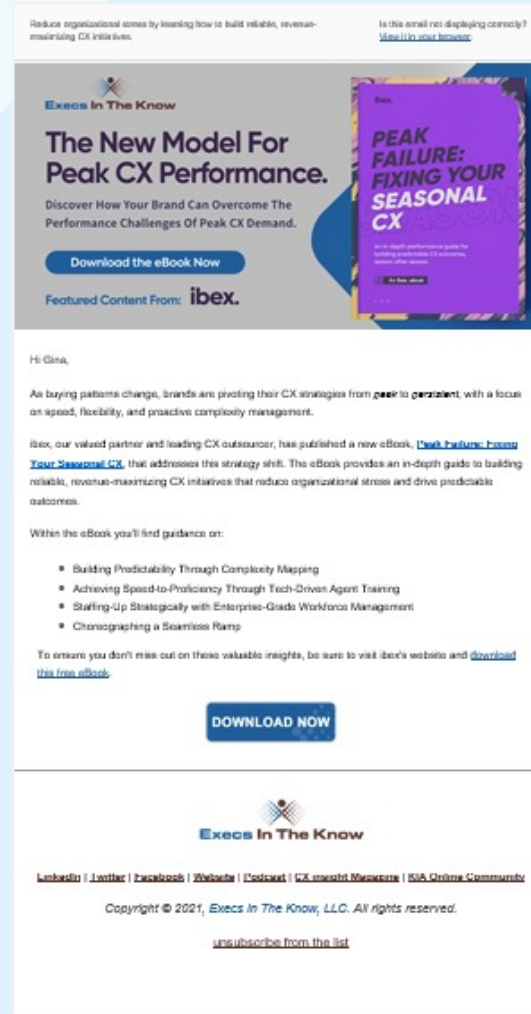
Already have effective content, but searching for new people to present it to? Want to affordably get your message in front of tens of thousands of customer experience professionals? An Execs In The Know **Thought Leadership Promotion** email can be a highly effective way to demonstrate your knowledge 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 list to help your message be heard. The Execs In The Know digital Rolodex is 37K community members strong that receive Thought Leadership Promotions. 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 Promotions exclude the promotion of past or future events.



...THOUGHT LEADERSHIP PROMOTION

INCLUDES:

- EITK provides (1) Email blast to database subscribers (approximately 37K+ subscribers).
- HTML programming.
- Email banner creation.
- Copy positioning input, review, and edits.
- Email performance reporting one week after promotion.



TLP SUBSCRIBERS
37K+

DIRECTORS, VPS,
AND ABOVE
80%



● 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](#)



● CX LEADER TRENDS & INSIGHTS REPORT PARTNER

(1) Opportunity for Corporate (Spring) 2024 Report

(1) Opportunity for Consumer (Fall) 2024 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.

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.



RESEARCH & CONTENT CREATION>>> [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

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

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.

Corporate Edition Example

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 ...

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RESEARCH & CONTENT CREATION>>> [CX Leaders Trends & Insights Report Partnership](#) | [Targeted CX Research Report Partnership](#) | [Content Creation](#)

[Services](#)

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TARGETED CX RESEARCH REPORT PARTNER

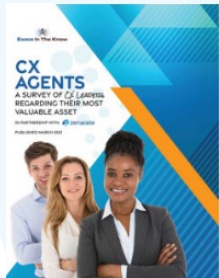


Targeted CX Research translates some of the industry hottest, Execs In The Know selected topics (like Outsourcing, Channel Strategy, Consumer Behavioral Insights, and more) into a custom, co-branded report. CX practitioners are always eager for an opportunity to take a deep dive into consumer and corporate 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.



...TARGETED CX RESEARCH 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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● CONTENT CREATION

CONTENT TO USE IN YOUR CAMPAIGNS



CONTENT FOR LEAD GENERATION

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

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 holistic. 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

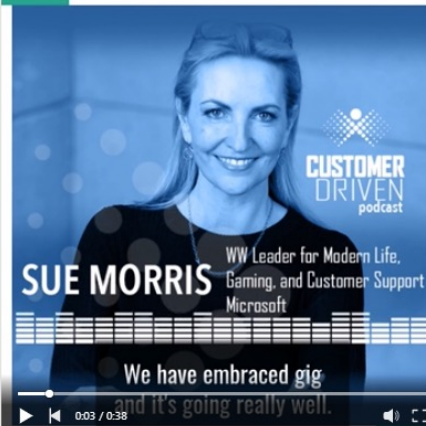


Six Ways to Boost Employee Engagement

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 THE 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:



RESEARCH & CONTENT CREATION>>>

[Services](#)

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

[Targeted CX Research Report Partnership](#) |

[Content Creation](#)

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● 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 Outsourcing Briefings](#)

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

[Foundations in AI for CX Certification Program](#)



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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 & LIVE ENGAGEMENT>>>

[Executive Roundtables](#) | [Virtual Subject Matter Briefings](#) | [In-Person Outsourcing Briefings](#) | [Customer Response Summits](#) | [Foundations in AI for CX Certification Program](#)

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● 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 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.



VIRTUAL & LIVE ENGAGEMENT>>>

[Executive Roundtables](#) | [Virtual Subject Matter Briefings](#) | [In-Person Outsourcing Briefings](#) | [Customer Response Summits](#) | [Foundations in AI for CX Certification Program](#)

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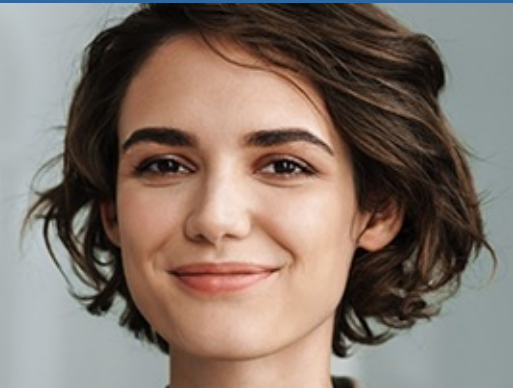
Execs In The Know

CX LEADERS
EXECUTIVE
BRIEFING

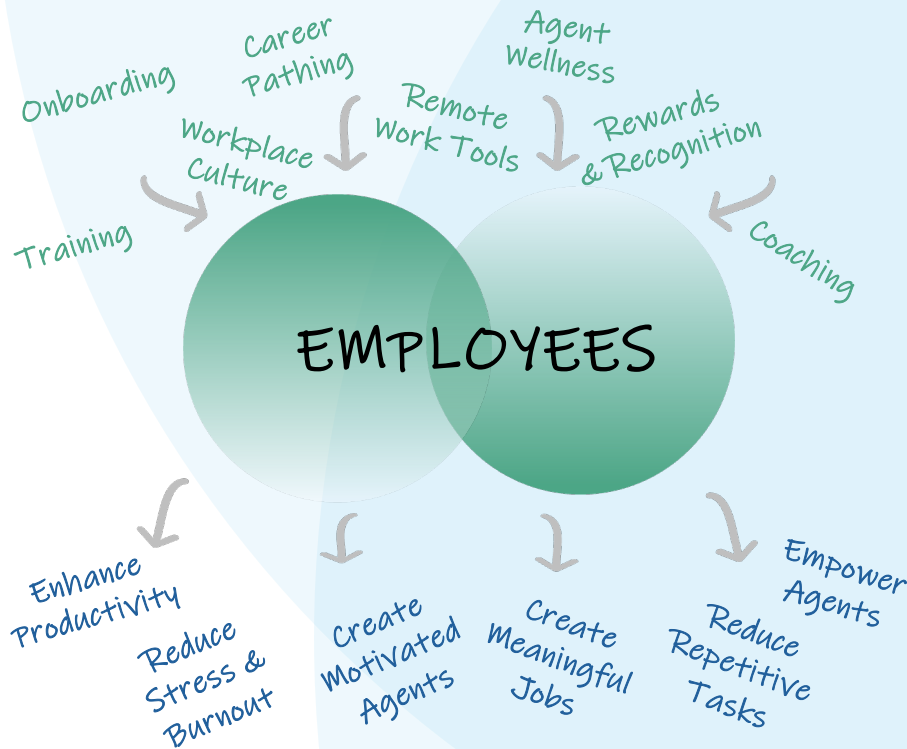
The Power of People: Enhancing CX Through Employee Engagement

June 20, 2024 • 11:30 AM - 1:30 PM ET

An Execs In The Know Virtual Event



EASIER AND MORE REWARDING



FOR AN ENGAGED EMPLOYEE

On JUNE 20, 2024, we are hosting a collaborative Briefing on “The Power of People: Enhancing CX Through Employee Engagement.” Up to five Business Partners will have an opportunity to showcase their thought leadership to our CX leader community, helping them improve key metrics like retention, turnover, absenteeism, etc.

From AI-powered chatbots and assistants, desktop automation tools, and gamification to automated triage, speech analytics, predictive analytics, workforce management tools, and more. We’re building a powerful 2-HOUR AGENDA that inspires leaders to modernize their approach to building stronger employee engagement initiatives that are backed by solid proof points and examples.

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

[VISIT OUR EVENT PAGE TO LEARN MORE](#)

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VIRTUAL & LIVE ENGAGEMENT>>>

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● IN-PERSON OUTSOURCING BRIEFINGS

Five (5) Panelists per Briefing



Example Agenda

8:30 AM – 9:00 AM	Registration & Breakfast
9:00 AM – 9:15 AM	Kickoff
9:15 AM – 10:00 AM	Featured Brand Presentation
10:00 AM – 10:10 AM	Break
10:10 AM – 11:15 AM	Interactive Panel Discussion
11:15 AM – 11:30 AM	Break
11:30 AM – 12:30 PM	Interactive Panel Discussion
12:30 PM – 1:30 PM	Lunch
1:30 PM – 2:30 PM	Corporate Roundtable Discussion
2:30 PM – 4:00 PM	Cocktail Hour

AUGUST 6, 2024 – IN THE NASHVILLE, TN AREA
[VISIT OUR EVENT PAGE TO LEARN MORE](#)

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.



VIRTUAL & LIVE ENGAGEMENT>>>

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CUSTOMER RESPONSE SUMMIT (CRS)

		
TUCSON, ARIZONA JW MARRIOTT TUCSON STARR PASS RESORT & SPA	PALM SPRINGS, CALIFORNIA JW MARRIOTT DESERT SPRINGS RESORT & SPA	
March 12-15, 2024	September 24-26, 2024	
		
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...		

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, specialized networking opportunities, and dynamic social engagement activities.



VIRTUAL & LIVE ENGAGEMENT>>>

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● FOUNDATIONS IN AI FOR CX CERTIFICATION PROGRAM [VISIT THE EVENT PAGE](#)

Maximum of Ten (10) Sponsors



With the rapid advancement of CX technology, it is more important than ever for senior leaders to be confident in their knowledge about AI, understand its role and operational dependencies, establish clear technology objectives, and deploy AI in a manner that drives customer loyalty and business efficiencies while managing associated risks.

Execs In The Know has partnered with COPC to create a 2.5-day CX Leader Certification Program focused on the foundations of AI and the principles for its successful use in CX.

New in 2024, you can become a Sponsor of this premier and timely educational opportunity, targeting senior and executive leaders responsible for developing and implementing CX technology, influencers on technology decisions, and those responsible for technology deployment and operations.

What is included as one of ten participating Sponsors:

- Exclusive opportunity for one (1) employee to attend per class of 20-25 CX leaders.
- Your employee will participate in the full 2.5-day Certification Program to learn through the curriculum, gain valuable insights through information shared by the Corporate Leaders, and make valuable connections.
- On day two, actively participate as one of the subject-matter experts in a 75-minute Solutions Discussion to add perspective and context to the training discussion.
- A 10x10 footprint to show and demonstrate your solution experience, during the two happy hours (day one and day two) and breaks throughout the conference.
- Branding on the website and onsite during the Certification Program with your logo, company description, and an AI solution overview.
- Attendance to the Networking Dinner on day one.
- Participants will receive Formal COPC and Execs In The Know Certification after completing the Program.
- Marketing enablement to invite your customers.



VIRTUAL & LIVE ENGAGEMENT>>>

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Execs In The Know

**If you are interested in learning
more about these opportunities,
contact sales at:
scott@execsintheknow.com**

