

2018 EDITORIAL CALENDAR



	Stories	Themed Weeks	eBooks	Web Events	Podcasts	Live Events
January	Intent Marketing Everyone Talking ABM?	GDPR	The Future of Content	A Modern Marketing Team	Is ABM for Everyone?	
February	Blockchain & AdTech What Next for SEO/SEM	Retail	AI & the Next Best Action	MarTech	The Blockchain Wave	eTail West
March	MarTech Consolidation Platform-as-a-Service	AI	What's New in E-Mail Marketing	Being Customer-Centric	The MarTech Landscape	TOPO Summit
April	The Chatbots are Coming Customer Service & Marketing	Diversity in Marketing	Women in Marketing	Computing for the 5 Senses	Service & Marketing: Blurred Lines	Marketing Hall of Femme
May	Cognitive Computing Conversational Commerce	Natural Language Processing	The Social Marketing Landscape	Lead Gen	Computers & Humans	SiriusDecisions Summit
June	Future of Predictive The New C-Suite	ABM	The New Face of Agencies	The MarTech Eco-System	Messaging: The New Social	
July	Blockchain & MarTech Financial Services Adopt MarTech	Event Marketing	What's New in Mobile Marketing	Digital Transformation	Mixed Reality in Marketing	
August	Social Media Consolidation Other Realities - AR/VR Mixed	eCommerce	Driving Marketing with Data	B2B Marketing	How Clouds Became Platforms	
September	The Marketing Clouds Healthcare Adopts MarTech	Creative	Retention & Loyalty	Regulated Data: GDPR, CASL, Etc.	The New Face of Branding	40Under40
October	When Giants Walked Digital Design & Branding	Blockchain	Everybody Needs Analytics	An AI World	Prognostications for Programmatic	&THEN
November	How AI Will Change Marketing The Rise & Fall (& Rise) of Programmatic	Trump, Marketing & Media	The ABM Landscape	Social Crisis Management	Are You Experienced in Experience?	
December	Why UX is Important Manufacturing Adopts MarTech	CRM	Success with CX	Content Marketing	What's Next for Email	

Dates and topics are subject to change.

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