

1to1
magazine

Raise Your Profile at
Gartner CRM Summit
with 1to1 Magazine

MAXIMIZING VALUE THROUGH CUSTOMER RELATIONSHIPS



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Grab the Attention of Decision-Makers

As a supporting partner, Peppers & Rogers Group will have a high profile at Gartner CRM Summit:

- Keynote address by Peppers & Rogers Group Founding Partner Martha Rogers
- Exclusive executive track designed by Peppers & Rogers Group and featuring our partners and consultants
- 1to1 Magazine Executive Editor Ginger Conlon will present the 2005 CRM Excellence awards

Peppers & Rogers Group and *1to1*[®] Magazine will be leading players at this year's [Gartner CRM Summit](#). Here's your chance to take advantage of this high-profile role and promote your product or service offering to a targeted audience of business decision-makers.

By advertising in the October issue of *1to1 Magazine*, you'll get the benefit of bonus distribution at the event, a cover tip-on featuring your company logo, and the chance to be aligned with Peppers & Rogers Group's for this important industry event.

Maximize your exposure at [Gartner CRM Summit](#)

As a Media sponsor of [Gartner CRM Summit](#), *1to1 Magazine* offers you a unique opportunity to elevate your presence at this important industry event:

- Logo recognition on special Gartner cover tip-on for the event issue (includes booth number for exhibiting advertisers)
- Bonus distribution through the event welcome bags



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It's All About
Improving the
Customer Experience

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Helping Marketers Find Customer Experience Success

Coming Soon: The 6th Annual 1to1 Impact Awards

The January/February issue of *1to1 Magazine* will feature our sixth annual 1to1 Impact Award winners. Be on the lookout for information on the winners and how you can congratulate them.

Key stats about 1to1 Magazine

- 60,000 BPA-audited subscribers
- 40% of subscribers are in sales, marketing or customer service management
- Another 40% are in corporate management
- *1to1 Magazine* reaches 93% of Fortune 500 companies with an average

Inconsistency is the customer experience killer. Companies can market till their blue in the face, building customers' excitement and expectations; and then blow it all in one moment. But the trouble is, consistency is one of the greatest challenges in crafting a brand- and loyalty-building customer experience. To make matters even more difficult are all the new technologies that allow organizations to craft compelling experiences in one channel that may not translate across channels.

How can you help clients meet this challenge? Deliver your message to our audience of decision-makers as they focus on tools and best practices for creating a consistent, multichannel experience.

*Also featured in the
November/December issue*

FEATURE CASE STUDY:

Schneider Electric Finds Customer Experience Success — Four years ago Schneider Electric hired a new management team, and began flipping age-

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Turning
Service into Relationship
GOLD

MAXIMIZING VALUE THROUGH CUSTOMER RELATIONSHIPS

1to1 Magazine's Integrated Marketing Packages Engage Contact Center Decision-Makers

Drive demand and broaden awareness of your customer service solution. By advertising in the July/August issue of 1to1 Magazine, you take advantage of a customized promotion package designed to engage an audience of contact center executives. Included with your print ad:

- Bonus distribution at ICCM and DCI's Customer Care Forum
- Logo representation on the special cover tip at these events
- Pre-show interactive advertising in 1to1 Media properties

As the first line of interaction, customer care and contact center management has become a focus for 1to1 Magazine subscribers as enhance the customer experience and maximize customer value. Make sure your solution is part of the conversation.

FEATURED IN THIS ISSUE

Case Study: 1-800-Flowers – How do you create consistent service experiences across all channels? 1-800-Flowers is showing the way. By understanding the needs of its customers, the multi-channel retailer is setting new standards for service.

Hot Topic: Contact Center – Contact center managers who want to improve their agents' performance need to spend time coaching those agents. This article will discuss what new tools and strategies are available to help these managers improve their coaching effectiveness, thus making a greater positive impact on the customer experience.