

# Unrivaled Content: 2021 Editorial Calendar

	FEATURE STORY/SPECIAL REPORT	ROADMAPS	INFOGRAPHICS	TARGETED RESEARCH	FIRESIDE CHATS	EVENTS
<b>January</b> Close Date: 12/1/20	The Tech SMBs Need to Compete with Big Brands	Integrating New Tech into Product Launch	Overcoming the Roadblocks to DTC		Supply Chain Planning for Evolving Consumer Demands	
<b>February</b> Close Date: 1/1/21	Making the Pivot to DTC	Steps to a Successful Cloud-Based Infrastructure Deployment		Diving into CRM Investments	Where is TPM/TPO Headed?	
<b>March</b> Close Date: 2/1/21	Demand Planning in a New Normal	Leveraging Consumer Data for Meaningful Interactions	The Benefits to Blockchain Adoption		Tapping into the Consulting Services that Allow for Seamless Tech Implementation	League of Leaders
<b>April</b> Close Date: 3/1/21	CGT's Visionary Executives	Replenishing Inventory When Unexpected Demand Strikes		Data & Analytics Priorities in a Post-COVID World	Where CGs are Putting AI/ Machine Learning to Work	
<b>May (AU)</b> Close Date: 4/1/21	CG/Retail Analytics Study (with RIS)	Keys to a Setting a DTC Foundation	Mapping a Seamless PIM Platform		How to Drive Successful Sales Planning (S&OP)	Analytics Unite Summit
<b>June</b> Close Date: 5/1/21	Workforce Management in a WFH World	Empower Field Sales Reps for REX Success		The State of Revenue Growth Management in CG	Finding More Meaningful Insights in Consumer Data	League of Leaders
<b>July</b> Close Date: 6/1/21	CGT's CIO of the Year	Enabling Tech for a Future-Proof Supply Chain	Key Tech for Product Innovation Launch		Preparing for an E-Commerce Fueled Future	
<b>August</b> Close Date: 7/1/21	CGT's CMO of the Year	Integrating AI into the Enterprise		Understanding the Market Trends for ERP	Building Strong Collaborative Partnerships with Retailers	
<b>September</b> Close Date: 8/1/21	Sales & Marketing Study	Tapping into IBP for Cross-Functional Excellence	Trends Shaping Retail Execution in Store		Getting the Most out of ERP Investments	League of Leaders
<b>October (CGSM)</b> Close Date: 9/1/21	Top 100 Consumer Goods Companies	Optimizing Personalized Marketing		Blockchain Adoption Readiness for the CG Supply Chain	Emerging Supply Chain Execution Trends to Watch	CGSM
<b>November</b> Close Date: 10/1/21	New Tools for Supply Chain Execution	The Keys to Integrating a PIM Platform	Business Benefits to Robust Data Privacy		Diving into Tools for Better Retail Execution Collaboration	League of Leaders
<b>December</b> Close Date: 11/1/21	2nd Annual Software Leaderboard/NRF Preview	Leveraging Next-Gen Trade Promotions		A New Product Introduction Checklist	How a DTC Strategy Can Future Proof a Business	