CGT | STRATEGIC PLANNING GUIDE 2024

SPONSORED EDITORIAL CALENDAR

		Special Reports/ Benchmark Studies	Next Big Thing Reports*	Roadmaps	Infographics	Fireside Chats	Webinars	Podcasts*
January	PROGRAM CLOSE: 12/16/23 MATERIAL DUE: 12/23/23	CES/NRF Takeaways for Consumer Goods Execs	Retail Experiences	Unifying Fragmented Retail Media Measurements	Sustainable Packaging Innovations	Top 5: Innovative AI Use Cases	Last-Mile Excellence	Supply Chain Resiliency
February	PROGRAM CLOSE: 1/12 MATERIAL DUE: 1/19	DTC and Consumer Insights Special Report*		Redefining Successful REX Strategies	Industry 4.0 and the Future of Manufacturing	Synthetic Data	RGM Strategies	Virtual Experiences
March	PROGRAM CLOSE: 2/9 MATERIAL DUE: 2/16	Consumer-First Product Development Special Report		Mastering a Modern Consumer Data Strategy	Keys to Pricing and Promotion Success	The Future of IoT in Supply Chain	Supply Chain Resiliency Tech Investments	TPM Strategies
April	PROGRAM CLOSE: 3/8 MATERIAL DUE: 3/15	Joint Business Planning*	Artificial Intelligence	Streamlining Operations and Growing Profitability with RGM	Next-Gen Demand Forecasting Strategies	How RPA Is Transforming Business	Pricing and Promotion Investments	Automating CX
May	PROGRAM CLOSE: 4/5 MATERIAL DUE: 4/12	Analytics Study*		Unlocking the Power of AI Co-Pilots	Consumer-First Retail Execution	Top 5: Supply Chain Trends	Generative AI Readiness	Decision Intelligence
June	PROGRAM CLOSE: 5/3 MATERIAL DUE: 5/10	Generative AI Special Report/Visionaries		Driving Personalized Experiences in a Privacy-Focused Landscape	Building an RGM Blueprint	Next-Level Personalization Strategies	Security Maturity	AI-Powered Pricing
July	PROGRAM CLOSE: 6/7 MATERIAL DUE: 6/14	IT Integration Change Management Playbook Special Report	Inventory Optimization	Operationalizing Sustainability Mandates	Blockchain Adoption Readiness	Top 5: DTC Trends	Consumer Data Foundations	Location Analytics
August	PROGRAM CLOSE: 7/12 MATERIAL DUE: 7/19	Value Chain Benchmark Research*		Mapping Customer Data to Your CX Strategies	Building Supply Chain for Tomorrow	Retail Execution Strategies for Modern Commerce	Digital Twins and Virtualization	Sustainability Mandates
September	PROGRAM CLOSE: 8/9 MATERIAL DUE: 8/16	Sales & Marketing Benchmark Research Report		Integrating Decision Intelligence for More Effective Business Strategies	Innovating Through Consumer Data	Developing Retail Media Fluency	Hyper-Personalization Capabilities	Digitally Enabled Product Innovation
October	PROGRAM CLOSE: 9/13 MATERIAL DUE: 9/20	Top 100 Consumer Goods Companies	Supply Chain	Modern NPDI Strategies	Data Privacy Readiness	Top 5: Emerging Technologies	ERP Moderniziation	Manufacturing Automation
November	PROGRAM CLOSE: 10/11 MATERIAL DUE: 10/18	End-to-End Supply Chain Special Report		Cultivating Enterprise-Wide Data Literacy	How BI Assistants are Transforming Enterprises	2025 Predictions	Sustainability Readiness	REX Success
December	PROGRAM CLOSE: 11/12 MATERIAL DUE: 11/19	IoT in CPG		Developing Resilient, Data-Driven Omnicommerce Strategies	AI-Powered Supply Chain Success	Next Steps in GenAI	Retail Media Readiness	Customer Service Capabilities

*With RIS News