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	SPECIAL REPORTS & BENCHMARK RESEARCH	STRATEGIC OUTLOOK REPORT	NEXT BIG THING REPORT	RETAIL + CPG IMPACT SERIES	ROADMAP	INFOGRAPHIC	EXPERT EXCHANGE	BOOKING DEADLINES
JANUARY	CES/NRF Takeaways for Consumer Goods Execs	Pricing for Choiceful Consumers and Pressured Retailers			Reinventing MDM Strategies in the Age of AI Agents	Accelerating Product Innovation With Generative AI	The New Rules of Measurement: Marketing Mix in an Omni World	AD CLOSE: 12/15 MATERIALS DUE: 12/22
FEBRUARY		Demand Planning in a Volatile World	Customer Experience		Developing an Agile Content Supply Chain	The Playbook for Smarter Personalization	Redefining Organizational Agility for an AI-Enabled Enterprise	AD CLOSE: 01/09 MATERIALS DUE: 01/16
MARCH		Building a Modern Data Strategy		Elevating Consumer Loyalty and Personalization	Optimizing AI Agents for Faster Decision Making	Scaling Generative AI Success	Unlocking Responsible AI-Enabled Pricing Strategies	AD CLOSE: 02/06 MATERIALS DUE: 02/13
APRIL	Retail and Consumer Goods Analytics Study			Readying for Agentic Commerce	Integrating Visual Intelligence to Improve Competitiveness	Navigating the Impact of Viral Trends on Demand Planning	Rewiring REX for Success	AD CLOSE: 03/07 MATERIALS DUE: 03/13
MAY		ERP Modernization	Artificial Intelligence		Redefining Retail Execution as a Competitive Edge	Sophisticated Pricing Tactics and Technologies	What Agentic AI Means for MDM	AD CLOSE: 04/03 MATERIALS DUE: 04/10
JUNE		Elevating Commerce Experiences			Redefining Logistics and Supply Chain Resilience	Identifying and Seizing RGM Opportunities	Breaking Down Cloud Strategies for Today's CPG Realities	AD CLOSE: 05/01 MATERIALS DUE: 05/08
JULY		Scaling Generative AI		Optimizing Retail Media Investments	Modernizing PLM to Accelerate Speed to Market	Shelf Wars: Winning the Battle for Visibility with Smarter Merchandising	Unifying Customer Engagement through Automation	AD CLOSE: 06/05 MATERIALS DUE: 06/12
AUGUST		Optimizing Consumer Insights	Omnichannel Marketing		Smarter TPM for Efficiency Gains and Profit Growth	What Retail Execution Excellence Means Today: Tips to Level-Up	Top CPG and Retail Trends for Data & Analytics Leaders	AD CLOSE: 07/10 MATERIALS DUE: 07/17
SEPTEMBER		Marketing in the Age of Machine Decision-Making			Scaling a Personalization Engine Across Channels	Taking 1P Data Strategies to the Next Level	Managing Data Risks and Threats	AD CLOSE: 08/07 MATERIALS DUE: 08/14
OCTOBER	Consumer Goods Sales & Marketing Tech Study/ Top 100 Consumer Goods Companies	Next-Gen TPM & RGM Strategies		Transforming Shelf Optimization	Redefining Marketing Measurement for Omni Success	Retail Execution Strategies for Modern Commerce	2027 CPG & Retail Look-Ahead	AD CLOSE: 09/04 MATERIALS DUE: 09/11
NOVEMBER	Supply Chain Tech Study		Supply Chain, Logistics and Procurement		Building Modern Organizational Agility	Top Consumer Behavior Trends Influencing Product Development	Readying Your Supply Chain for Agentic AI	AD CLOSE: 10/02 MATERIALS DUE: 10/09
DECEMBER		The Next Era of Operational Intelligence			Integrating Decision Intelligence to Boost Speed to Market	Sustainability's Role in Supply Chain Optimization	Harnessing Advanced Technologies for Unified RGM Strategies	AD CLOSE: 11/06 MATERIALS DUE: 11/13

