



retail
TouchPoints®

design:retail



Retail
Innovation
CONFERENCE

2021 Editorial Calendar

Topics and coverage subject to change

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Through daily news, two weekly newsletters, email alerts, and a rich library of multimedia properties, *Retail TouchPoints* spotlights the key trends, technologies and practices shaping the future of retail. With an emphasis on innovative omnichannel customer experiences, *Retail TouchPoints* provides in-depth trend reports, tactical columns, benchmark research and quick-hit pieces spotlighting cutting-edge products and expert insights. And now, with the official rollout of [design:retail, powered by Retail TouchPoints](#), readers have access to new resources and insights focused on all things store and experience design. Key areas of coverage include:

- ✓ AI and Next-Gen Analytics
- ✓ CRM/Loyalty/Customer Engagement
- ✓ Ecommerce
- ✓ Fulfillment and Last Mile
- ✓ In-Store Experience
- ✓ Mobile Commerce/Marketing
- ✓ Omnichannel Strategies
- ✓ Payment Trends
- ✓ Personalization and Marketing Optimization
- ✓ POS and Store Solutions
- ✓ Social Commerce
- ✓ Store Design
- ✓ Store Operations
- ✓ Workforce Management

FEATURED COVERAGE

Special sections appear in each week's newsletters:

- **Solution Spotlight:** An in-depth look at the latest product and services news
- **Executive ViewPoints:** Daily columns crafted by industry executives (trend-based topics; word count 750-1,250 for website articles; 500 to 750 for blog posts)
- **Infographic:** A graphic representation of industry trends
- **Retail Executive Q&As:** Exclusive interviews with high-level retail execs and other industry experts

MULTIMEDIA EXPERIENCES

RTP has a diverse portfolio of interactive, multimedia properties to create immersive, community-driven experiences, including:

- **Retail Remix:** A weekly podcast series featuring candid conversations with industry change-makers.
- **TouchPoints TV:** Video interviews with top industry influencers and tech innovators.
- **Experience Insiders:** A new video series spotlighting the masterminds behind cutting-edge store concepts and omnichannel experiences.
- **Store Tours:** Interactive video walkthroughs of the latest store design and experience concepts.
- **Store Galleries:** A new feature for design:retail, powered by Retail TouchPoints. These immersive, high-quality galleries walk you through the latest store concepts.

Q1

● JANUARY

Special Report: The 2021 Outlook Guide: Retail's New Path Forward

Feature: Holiday Results Breakdown: How a Pandemic and a Volatile Election Shaped Spending

● FEBRUARY

Special Report: Luxury 4.0: What Brands and Retailers Need to Know to Attract Customers Around the Globe

Feature: The Convergence of Retail and Tech: A New Frontier for Mergers and Acquisitions

Retail Hit List: 5 Brands Disrupting the Luxury Industry

● MARCH

Special Report: Innovation in Fulfillment: From Tech Partnerships to Curbside Consultations

Feature: The Future of the Fitting Room: Which Tech Will Rise to the Top?

Benchmark Report: *The Store Design & Experience Benchmark Survey (NEW!)*

Q2

● APRIL

Special Report: Customer Loyalty in a Post-COVID World: Tackling Switching Behaviors with Next-Gen Personalization and Customer Intent Analysis

Feature: Inside TikTok and the Rise of Algorithmic Commerce

Retail Hit List: The Best Digital Experiences in Grocery

Event Coverage: The 2021 Connected Consumer Webinar Series

● MAY

Special Report: The Modern Marketing Playbook: Tools, Tech and Tactics That Activate Communities

Feature: SEO Strategies: What Google's New Updates Mean for Marketing and Ecommerce Teams

Awards: *Retail TouchPoints* and *design:retail 40 Under 40 Awards (NEW!)*

● JUNE

Special Report: The Post-COVID Workforce: Why Retailers Need Onboarding, On-the-Spot Training and On-Demand Pay to Empower Employees

Feature: Inside the Mind of Gen Z and Centennials: Will COVID Shape Lifelong Buying Habits?

Benchmark Report: *The 2021 Customer Loyalty Benchmark Survey*

Event Coverage: NRF Chapter 2

Q3

● JULY

Special Report: The Great Marketplaces Face-Off: Breaking Down New Realities & Opportunities

Feature: Holiday Experience Do's and Don'ts: A Tactical Guide for Brand Executives

Event Coverage: The PROSPER Show

● AUGUST

Special Report: Digital Grocery Check-in: Has COVID Adoption Stuck?

Feature: Dissecting DTC: Which Brands Are Scaling Successfully?

Retail Hit List: Augmented Reality: The Best Apps and Campaigns Across Categories

Event Coverage: retailX

Awards: The Brand Experience Awards

● SEPTEMBER

Special Report: How Retailers Are Diversifying Teams From the C-Suite to the Store Floor to Accelerate Innovation

Feature: Do Robots Have a Home in Retail?

Benchmark Report: *The 2021 Store Operations Benchmark Survey*

Event Coverage: The 2021 Retail Strategy & Planning Series

This calendar can serve as a guide for solution providers, sponsors and advertisers to capitalize on special sections and sponsorship opportunities. Specific dates and topics are subject to change based on market trends and industry events.

Solution providers with specific product introductions, innovations or advancements are invited to submit information for the *Retail TouchPoints* Solution Spotlight by filling out the form at the following link: <https://www.retailtouchpoints.com/general/pages/submit-solution-spotlight>

Q4

● OCTOBER

Special Report: Cannabis Retail Update: How Legalization is Accelerating Progress in Tech, Operations and Customer Experience

Feature: Capitalizing on the Direct-to-Consumer Movement: Insights and Best Practices from Category Disruptors

Event Coverage: The Retail Innovation Conference

Awards: The Retail Innovator Awards

● NOVEMBER

Special Report: Has Sustainable Retail Officially Arrived? Investigating New Moves in Circular Commerce, Ethical Sourcing and Resale

Feature: Future of Brand Authority and Advocacy: Are Influencers' Influence Growing or Shrinking?

Retail Hit List: Holiday Marketing: The Most Cutting-Edge Campaigns of 2021

● DECEMBER

Special Report: Ecommerce Predictions: Trends That Will Lead in 2022

Feature: Retail Verticalization Meets the Direct-to-Consumer Boom: Who's Driving the Future of CX?

Benchmark Report: *The 2021 Omnichannel & Fulfillment Benchmark Survey*

Awards: design:retail Winning Windows *(NEW!)*

TECH GUIDES

These prescriptive pieces will provide expert insight and tips on how to roll out new processes and prepare retail organizations for transformative strategies.

JANUARY: Mobile Tech Guide: Designing Winning Experiences for Customers and Associates

FEBRUARY: BI & Analytics Tech Guide: Discovering New Ways to Differentiate

MARCH: Marketing and Advertising Tech Guide: Tapping Personalization, Curation and Context to Capitalize on Buyer Intent

APRIL: AI Tech Guide: The New Toolkit for Engaging Your Best Customers

MAY: Payments Tech Guide: New Innovations Shaping the Point of Service and the Point of Purchase

JUNE: Social Commerce Tech Guide: Livestreaming, Content Monetization and More

JULY: Last Mile & Fulfillment Tech Guide: Bolstering Your Strategy for the Holidays

AUGUST: Ecommerce Tech Guide: Tools & Apps Bridging the Physical-Digital Gap

SEPTEMBER: Store Design Tech Guide: Redefining Experiential Retail from the Aisle to the Curbside

OCTOBER: Innovation Tech Guide: Companies at the Forefront of Industry Change

NOVEMBER: B2B Ecommerce Tech Guide: Bridging the Widening Gap Between Suppliers, Brands and Retailers

DECEMBER: RFID and IoT Tech Guide: Creating a Connected Customer Journey, Throughout the Loyalty Loop

If you have a topic that you'd like to see included (or for more information on sponsorships) please contact:

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