

ONE COMPLETE MARKETING PROGRAM

thought leadership series

Speech
TECHNOLOGY
magazine

PRESENTS:

EXECUTIVE FOCUS



executivefocus

Speech Technology continues to provide you with a variety of options to promote your company's products and services. One of our newest options, Executive Focus, allows you to highlight a C-Level executive from your company along with your corporate messaging.

Speech Technology allows just one Executive Focus per issue.

Share your message

Designed as a Q&A, you will have the opportunity to share your C-Level executive's targeted message with subscribers who are looking for solutions. This is a great chance to reach out to potential customers during their decision-making process.

Great exposure

We offer multiple viewing options to our subscribers and you get coverage in all three!

- Print
- Digital
- Online (Magazine and on the Executive Profile Page)



In addition, Executive Focus will be promoted in ST eWeekly and highlighted in the *Speech Technology* digital magazine announcement to coincide with the release of each issue.

Space is limited to one Executive Focus per issue so please contact us today for your reservation.

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Kick-Start Your Message

Need help getting started?

Below are examples of questions that can help you structure your message.

- What's ahead for contact centers? What's the next big thing?
- Can you share how customers have leveraged the technology and the results they have received?
- What do you anticipate will be your "hot" applications in the upcoming year?
- What applications are achieving the highest level of interest from your users?
- Have users' selection criteria/requirements changed over the past year? If so, how?
- What do you consider will be your major challenges in 2008?
- What types of services does your company offer? What services have sparked the most interest from your clients over the past year?
- There are several companies that offer similar services. How do you differentiate yourself from your competitors?
- What selection criteria would you suggest a company use when choosing a vendor?
- Does your company plan to expand its applications suite? If so, what additional offerings can we expect from you in the near future?
- What recent trends do you believe have impacted our industry? What trends do you foresee for our industry over the next 12 months?
- What are the greatest challenges facing contact centers today? How is your company helping the contact center address those challenges?

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