

NEW!

The best
supply chain
marketing
program of
2014!

BIG IDEAS

supply chain
videocasts

A partnership of SCTV and CSCMP

BIG IDEAS

Tentative Program Schedule*

- March •
Global Transportation Management
- April •
Next Generation S&OP
- May •
OmniChannel Commerce & Fulfillment
- June •
The Future of Supply Chain Planning
- July •
The Internet of Things: RFID & Sensory Networks
- August •
Warehouse Management & Integrated Supply Chain Execution
- September •
Alternative Fuel Trucks: Are we Near an Inflection Point on Natural Gas Trucks?
- October •
The Bright Future for Advanced DC Automation
- November •
Advances in Logistics Outsourcing Strategies
- December •
Advanced Strategies & Tools in Inventory Management

*Sponsor ideas for variations to a given topic will be considered.

Supply Chain Digest (SCDigest) and the Council of Supply Chain Management Professionals (CSCMP) are pleased to announce a new Videocast series for 2014!

It's called a "Big Ideas" series for a reason - we're taking some of the most important current subjects in Supply Chain, and looking for sponsors with Big Thinking about what's happening today - and where the future is headed.

These sponsored broadcasts deliver a number of benefits, including:

- Association with the respected names of both SCDigest and CSCMP
- Marketing and promotion of each event to the combined subscription lists of both organizations
- Complete lists of registrants, attendees, and on-demand viewers
- Expert guidance from Dan Gilmore, who moderates the Videocasts, on how to create a winning program
- Unique delivery method that combines video and powerpoint slides, wrapped into an interactive discussion that is enjoyable to watch
- On-demand broadcasts will be available on the SCDigest/SCTV site for at least two years
- Sponsors will receive video files for use on their own sites, in presentations, etc.
- SCDigest will publish one article in its news pages summarizing the Videocast content, which can be turned into a pdf "reprint" for use by sponsors
- The entire Videocast can be delivered on CD for use by sales, to be sent to prospects, etc.
- More

We have complete confidence saying this will be the most watched Supply Chain Television in the business in 2014 and beyond, and deliver a high return on your marketing investment.

To discuss this outstanding opportunity, please contact SCDigest National accounts manager Joe Salinas at jsalinas@elasticroi.com or visit our Big Ideas Videocast Series web site to learn more or view a video about the program at

www.scdigest.com/bigideasseries.php

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