

2018 Media Content Calendar

(Website, E-newsletters, Webcasts, Video)

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
Features	<ul style="list-style-type: none"> • 2017's Manufacturing Trends & Biggest Moments • Manufacturing Predictions & Goals for 2018 	<ul style="list-style-type: none"> • How & Why Manufacturers Should Consider Integrating E-Commerce Solutions Within their Enterprise • Strategies to Adapt to the Evolving Expectations of Your Customers 	<ul style="list-style-type: none"> • How Seasonal Changes Affect the Supply Chain • Best Practices for Inventory Management Strategies 	<ul style="list-style-type: none"> • Evolving your Manufacturing Enterprise in the Aftermath of Industry 4.0 • Why Investing in Next-Generation Tech is a Matter of 'When' Not 'If' 	<ul style="list-style-type: none"> • Best Practices for Implementing Sustainability Initiatives • Why Manufacturers Can't Afford to Not Run an Energy-Efficient Enterprise 	<ul style="list-style-type: none"> • Additive Manufacturing on the Plant Floor • Strategies to Boost Employee Retention & Improve Worker Productivity
Trade Shows & Conferences	NAW			MODEX	IoT World	

	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Features	<ul style="list-style-type: none"> • The Challenge of Supply Chain Failure & Disaster Prevention 	<ul style="list-style-type: none"> • The Rise of Disruptive Technologies & How to Adapt • Sustaining Business Growth on a Global Scale 	<ul style="list-style-type: none"> • How to Recruit & Retain the Next Generation of Manufacturers • Why Manufacturers Should Implement On-Site Continuing Education or Apprenticeship Programs 	<ul style="list-style-type: none"> • State of the Industry Report Series to Coincide with Month-Long Manufacturing Day Celebration 	<ul style="list-style-type: none"> • Confront Regulatory Challenges Head On • Best Practices or Tips on How Manufacturers Should Respond to Product Recalls 	<ul style="list-style-type: none"> • The Best of 2018 • A Holiday Wish List for Manufacturers • Manufacturing Predictions for 2019
Trade Shows & Conferences			IMTS	NSC	PACK Expo Rockwell Automation Fair	