## OPE 2020 Calendar

### January
- OPE’s 2020 Industry Forecasts (Part I of II)
- 12 Digital Marketing Tips
- The Dealer/Landscaper Relationship
- Show Preview ARA
- Generators & Pressure Washers
- Ad Close: 11/20/19 | Materials Due: 11/22/19

### February
- OPE’s 2020 Industry Forecasts (Part II of II)
- Creating Your Content Calendar
- Attracting New Customers
- EDA Insights
- String Trimmers & Edgers
- Ad Close: 12/17/19 | Materials Due: 12/19/19

### March
- Battery and Robotics
- Maximizing Customer Engagement In-store
- Employee Development
- Hedge Trimmers & Brushcutters
- Ad Close: 1/28/20 | Materials Due: 1/30/20

### April
- Mower Trends 2020
- Online Reviews: The New Wave of Customer Service
- Sales and Marketing
- Show Preview National Hardware Show
- Engines and Fuel Additives
- Ad Close: 2/25/20 | Materials Due: 2/27/20

### May
- UTV Trends 2020
- Keeping Customers Loyal
- EDA Insights
- Turf Renovators (Aerators, Dethatchers, Seeders & Top dressers)
- Ad Close: 3/24/20 | Materials Due: 3/26/20

### June
- Software and Solutions
- The Power of E-mail Marketing
- Product Staging
- Battery-powered Equipment

### July
- Snow Removal and Ice Management Equipment
- Top Tips for Managing Your Website
- Inventory Management
- Show Preview spoga+gafa
- Debris Handlers (Bowers, Sweepers, Vacuums)
- Ad Close: 5/26/20 | Materials Due: 5/28/20

### August
- Equipment Trends 2020
- Can You Be Found Online?
- EDA Insights
- Twenty for 2020
- Ground Breakers and Earth Movers (Trenchers, Tillers, Loaders, etc.)

### September*
- GIE+EXPO 2020 Show Preview
- The Social Media Landscape
- Sales and Marketing
- UTVs

### October*
- OPE Dealer State of the Industry Survey
- Nurture Leads Into Customers
- GIE+EXPO News and Notes
- Walk-behind and Stand-on Mowers
- Ad Close: 8/25/20 | Materials Due: 8/27/20

### November
- Year in Review
- How’s Your Reach?
- Competing With Mass Merchants and Online Retailers
- EDA Insights
- Riding Mowers
- Ad Close: 9/22/20 | Materials Due: 9/24/20

### December
- GIE+EXPO 2020 Post-show Recap
- Being Social During the Holidays
- Financial Management
- Wood Handlers (Chain Saws, Chippers, Log Splitters & Stump Grinders)
- Ad Close: 10/29/20 | Materials Due: 11/2/20

* Bonus Distribution: September and October (GIE+EXPO 2020, Oct. 21-23, Louisville, Ky.)

Each issue of OPE also features the latest industry news, product news, financial news and more.