2024 Editorial Calendar

*Topics are subject to change

February 2024: Employee Engagement
  □ Workforce culture
  □ DEI
  □ Internal employee communication strategies
  □ Employee incentive/reward programs
  □ Benefits programs
  □ **Deadline: December 15**

March 2024: PEO Risk
  □ Cybersecurity
  □ EPLI
  □ Workplace safety
  □ Building a Safety Culture
  □ Payroll Fraud prevention measures/safeguards
  □ **Deadline: February 2**

April 2024: Growth and Transformation
  □ M&A update
  □ Industry evolution
  □ Future of PEOs
  □ **Deadline: February 28**

May 2024: Legal & Regulatory
  □ Case law update
  □ Compliance issues
  □ State/federal laws newly enacted
  □ New rules/regulations
  □ **Deadline: March 27**

June/July 2024: Finance & Profitability
  □ Measuring profitability
  □ Streamlining operations
  □ Best practices
  □ Tax credits
  □ **Deadline: April 26**

August 2024: Leadership
  □ Professional development
  □ Leadership strategies
Mentoring
- Strategic planning
- **Deadline: June 19**

**September 2024: Sales & Marketing**
- Tactics/strategy
- Case studies in success
- Conveying the PEO value proposition
- Engaging new audiences
- Cultivating prospects
- **Deadline: July 26**

**October 2024: Workforce**
- Talent retention/acquisition
- Evolving employee demands
- Labor market
- Benefits
- **Deadline: August 28**

**November 2024: External Influences**
- Insurance market update
- Small business climate
- Economic outlook
- **Deadline: September 27**

**December/January 2024: Technology**
- AI
- Leveraging big data
- New software tools
- Cybersecurity
- Modernizing your tech infrastructure
- **Deadline: November 1**
ISSUE FOCUS:
Each issue of PEO Insider focuses on an overarching issue of importance to the PEO industry. Each article examines one aspect of the issue, with varying perspectives and approaches provided from peers in the industry.

TRACKS:
Each of the following tracks examines subject matter in the PEO context in a variety of ways: Commentary/ analysis/perspective, questions and answers, “how we did it” and case histories, success stories, best practices, infographics and statistics reports, point/counterpoint, discussion and debate, and interviews and profiles.

LETTER FROM THE NAPEO CHAIR
NAPEO Board news, global industry issues, NAPEO initiatives, and reflection and perspective from the NAPEO Chair

QUICK HITS
The latest nuggets of relevant information pertinent to PEOs: who/what/where, breaking news, industry stats

PEO VOICES
Point/counterpoint on important issues, discussion of industry trends, compelling and controversial industry issues, industry threats and challenges, C-level strategies, up-and-comers and rising stars, and PEO impact on the community

LEGAL, LEGISLATIVE, & REGULATORY
Legal hot topics, federal and state regulatory and legislative updates, healthcare from the regulatory perspective, and laws and regulations that affect the various areas of the PEO: HR, operations, benefits, insurance, payroll, tax

HR, EMPLOYMENT, & BENEFITS
Human resources and benefits developments, workforce and employment issues, strategic and transactional HR, benefits administration, workers’ compensation, and risk management and insurance

OPERATIONS & TECHNOLOGY
Payroll policies and procedures, budgeting/finance/accounting, cybersecurity, the PEO operating platform and infrastructure, innovative ideas, new technologies

PEO GROWTH
Traditional marketing and sales strategies and tactics, digital marketing and social media strategies and tactics, market research and trends, the PEO value proposition, solutions to common sales and marketing problems, PEO industry statistics, and economic updates

LETTER FROM THE NAPEO PRESIDENT
Events, issues, and insight from the NAPEO President and CEO
PEO Insider Authors Guidelines (Exhibit 1)

As the official publication of the National Association of Professional Employer Organizations, PEO Insider® is written for the educational benefit of professionals currently in, serving, or entering the PEO industry. Our readers include PEO owners/C-level executives/vice presidents, directors, managers, and department staff in all PEO management and operational areas.

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