



## PEER-NETWORKING COMMUNITY

### A unique forum for new thinking, strategies, examining key issues, and best practices.

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Forrester's Direct Marketing Council is a peer advisory group that provides members with expert guidance toward making better-informed, strategically sound direct marketing decisions.

Through Forrester's proprietary research and analysis, and the collective wisdom of fellow Council members, senior-level direct and database marketing executives immerse themselves in topics both strategic and tactical, including organization and governance issues, contact optimization and segmentation strategies, and best practices for managing relationships with service providers and marketing technology vendors.

The Council helps database marketing executives develop keener insights and clearer business focus to identify opportunities that will deliver quicker returns on investment for their companies.

The benefits of having the Council membership as a sounding board for critical decisions are reinforced by Forrester's more than 24 years of experience researching how consumers and businesses consider, buy, and use technology.

As members of the Council, database and direct marketers accelerate their team's skills and development through best practices, examination of emerging trends and techniques, and access to Forrester's analysts and benchmark surveys.

*"The Forrester Direct Marketing Council has been an invaluable resource for all things related to direct marketing — organizational topics, technology enablers, campaign best practices, business case justification, etc. As a result, I have formed relationships with peers across industries and now know who to call when I need help or a sounding board. Forrester has created a unique market proposition of facilitated networking amongst Council members, infused with the right balance of research and personal expertise. Most notable of all is the commitment and dedication Forrester has shown in making the Council a valuable experience for everyone and continuously improving their service."*

**Kathy Bachmann**

Group Vice President – Travel Marketing, Strategy & Analytics

Cendant Corporation

# SERVING COUNCIL MEMBERS THROUGHOUT

EXCLUSIVE OFFERINGS INCLUDE:



## Direct Marketing Council Member Meetings

Council meetings focus on a member-driven agenda and include both working and social gatherings to maximize networking opportunities. Meetings are held twice per year in conjunction with Forrester's showcase conferences.



## Member Teleconferences

Six times per year, the Council hosts one-hour interactive presentations by Forrester analysts, Council peers, and industry experts that focus on members' pressing direct marketing issues. Examples of recent discussions include:

**Navigating the evolving direct marketing services ecosystem**

**Bringing direct marketing technology in house as well as lessons learned from Council members**

**Best practices around optimizing your CRM initiatives**

**The state of the customer database: learnings and best practices from Forrester's 2007 Benchmark Study**

## COUNCIL CALENDAR

### WINTER



### SPRING



## Forrester Member Access.

Direct Marketing Council members receive all the benefits of a Forrester RoleView™ Member seat, including data-driven research and unparalleled technology insight.

# THE YEAR. Details Of A Comprehensive, Robust Program.



## Dedicated Relationship Team

The Forrester Relationship Team is proactive in contacting members to help them solve individual business issues around marketing technologies and topics. The team is focused on maximizing the value of members' experience within the Council community.



## Regional Dinners

In keeping with the desire to facilitate member interaction, networking, and community, the Council hosts dinners at convenient locations across the country throughout the year that feature expert guest speakers and member-to-member exchange.



## Ad Hoc Research Request

These are member-initiated requests for quick studies of important marketing issues, or are collections of relevant benchmark and practices information.



## Preferred Conference Services

In addition to two free seats for a Forrester showcase conference, Direct Marketing Council members receive a suite of preferred conference services, including an executive lounge available for meetings, breaks, networking, and wireless access, as well as reserved seating for all keynote sessions and seminars.

### SUMMER FALL



## Research Expertise and Insight.

Members benefit from Forrester's experience researching how technology change affects business — and marketing in particular.

## Unlimited Inquiry.

With Inquiry, members have the opportunity to ask questions of any Forrester analyst and receive responses via phone or email. Council members get unlimited 30-minute Inquiries, access to Forrester's subject matter experts, and pragmatic, forward-thinking advice.



# KNOWLEDGE. VALIDATION. INSPIRATION. THE FORRESTER DIRECT MARKETING COUNCIL ADVANTAGE.

## Membership delivers:

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- **Unrivaled networking opportunities.** Your dedicated Relationship Team facilitates networking — including direct member interaction — using their knowledge of the members and their ability to bring them together when applicable and strategic. The team maximizes members' experience within the Council community and helps solve individual business issues around planning, analysis, and communication.
- **Insight and vision from industry leaders.** Direct Marketing Council peers are some of the sharpest minds in the profession. These high-level marketing executives understand your concerns and can provide exceptional advice based on first-hand experience. Historically, members of the Council have been very generous with their time, acting as a knowledgeable sounding board as well as a source of guidance and best practices.
- **Anticipation of change and alignment of strategies.** Forrester analysts are thought leaders who chart the next phase of the technology industry's and marketing's innovation and growth. Their expertise helps our clients align their business and technology strategies to keep pace and anticipate change.
- **Knowledge of what's important to marketing executives.** On a monthly basis, members receive a newsletter that includes research that marketing executives are reading and topics and articles of interest to marketing professionals. Also included are announcements about upcoming events and surveys.

## Forrester Leadership Boards

Forrester Leadership Boards are an exclusive offering for select executives at companies worldwide. They deliver fact-based insight and best practices that enhance decisions around the complexities of technology change. Each program delivers a combination of access to senior analysts for individual research-related questions, exclusive research, best practices, and peer-to-peer networking.

## For More Information On Joining The Direct Marketing Council

We invite you to consider the Direct Marketing Council as a source of best practice development and benchmarking, an invaluable resource of experts and peers, a thought partner, and a forum for discussion and learning. It is a unique opportunity to increase your personal effectiveness and your company's success through enlightened marketing leadership and team development.

If you would like to talk directly with us about how a membership with the Direct Marketing Council could benefit you or your colleagues, please contact your account representative, email us at: [flb@forrester.com](mailto:flb@forrester.com), or call our headquarters at one of the numbers listed.

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Please contact our European headquarters for sales offices in Africa, Austria, Hungary, the Middle East, Poland, Portugal, Slovenia, and Spain. For Latin America and all other countries, please contact the International Sales Team at our headquarters.

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