



FORRESTER LEADERSHIP BOARDS

Interactive Marketing Council

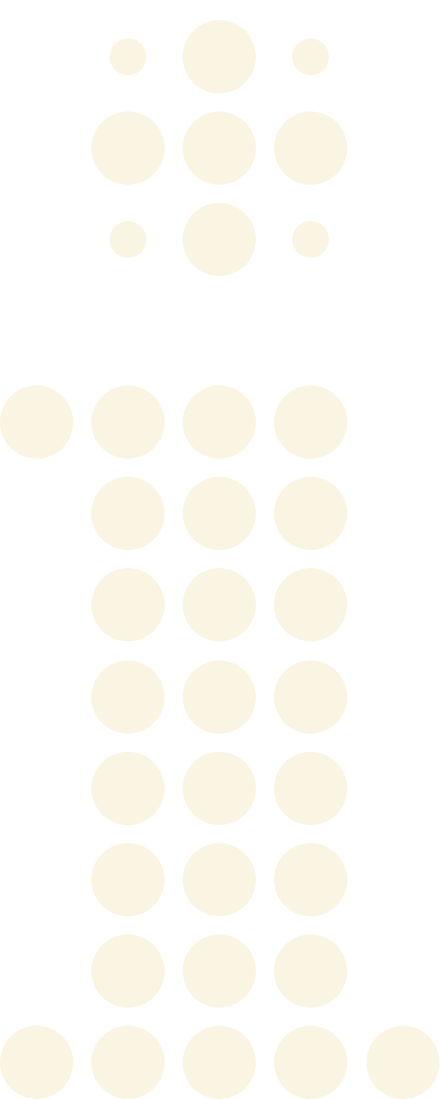
PEER-NETWORKING COMMUNITY.

A unique venue for best practices, improving processes, and driving business results.

Forrester's Interactive Marketing Council is a peer-networking group in which senior-level marketing executives collaborate to craft more effective interactive marketing strategies, programs, and channel tactics. By executing on this fresh thinking, Council members can generate higher sales, improve customer acquisition, and stimulate stronger emotional connections that will increase customer loyalty.

The experience of the Council membership as a sounding board for critical decisions is reinforced by Forrester's more than 24 years of experience researching how consumers and businesses consider, buy, and use technology. Through the combination of Forrester's proprietary research and analysis and the collective wisdom of fellow Council members, executives gain the insight they need to capitalize on the strengths of today's online marketing technologies.

This unique knowledge base helps marketers accelerate their team's skills and development through best practices, benchmarking, and innovative experimentation across the complete range of interactive marketing tools and channels, including email marketing, online advertising, Web marketing and analytics, search engine optimization and marketing, social media and social networking, and rich media.



SERVING COUNCIL MEMBERS THROUGHOUT

EXCLUSIVE OFFERINGS INCLUDE:



Interactive Marketing Council Member Meetings

Meetings focus on a member-driven agenda and include both working and social gatherings to maximize networking opportunities. These 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 that focus on members' pressing marketing issues. Examples of discussions include:

Leveraging Web content to improve customer experience: How marketers can ensure and maintain a superior online experience while fulfilling ongoing business needs.

A framework for loyalty marketing: Establishing and maintaining your brand message through key strategies to gain the trust and loyalty of your customers.

Word Of Mouth and Viral Marketing: Determining when and how these types of campaigns can supplement existing interactive marketing activities.

COUNCIL CALENDAR

WINTER



SPRING



Forrester Member Access.

Interactive 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.



Member Navigation

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 can feature expert guest speakers.



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, Interactive 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



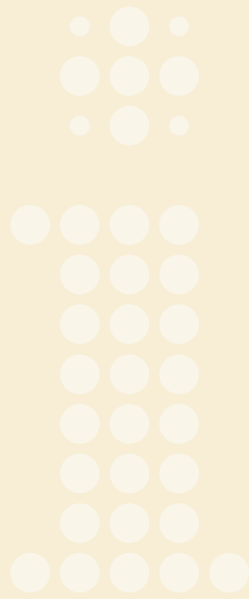
Research Expertise and Insight.

You 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. Interactive Marketing Council members get unlimited 30-minute Inquiries, access to Forrester's subject matter experts, and pragmatic, forward-thinking advice.

KNOWLEDGE. VALIDATION. INSPIRATION. THE FORRESTER INTERACTIVE MARKETING COUNCIL ADVANTAGE.



Membership delivers:

- **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.** Interactive 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 advice, 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 Council 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 Interactive Marketing Council

We invite you to consider the Interactive 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 interactive marketing leadership, team development, and innovative experimentation agendas.

If you would like to talk directly with us about how a membership with the Interactive Marketing Council could benefit you or your colleagues, please contact your account representative, email us at 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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