



Marketing Leadership Council In 2013

The Marketing Leadership Council is an exclusive peer advisory group that provides marketing leaders with the strategic and programmatic insights needed to increase marketing success. Council members are senior marketing leaders in B2B and B2C companies across a range of industries and are responsible for managing the brand and driving demand for their products and/or services. Through a combination of peer expertise, Forrester's proprietary research, an experienced analyst community, and the individual support of a dedicated advisor, Council members are aided in developing best-practice strategies and achieving business and career goals.

Dedicated To Your Success In 2013

Marketing leaders in the Marketing Leadership Council come from different industry backgrounds but share many goals, tasks, and challenges. The Council's 2013 curriculum is based on the priorities of the membership. To address industry- and challenge-specific topics, members will have the opportunity to participate in subgroups that focus on particular challenges and/or industries.

Deliverables of the Marketing Leadership Council include:

- **Facilitated problem-solving with your peers.** As a Marketing Leadership Council (MLC) member, you're part of a trusted global community of 240 marketing leaders. Forrester proactively organizes and facilitates ongoing in-person and virtual member meetings, webinars, and small group discussions as well as one-to-one member connections designed to tackle your most pressing marketing challenges.
- **Exclusive content.** As a member of the MLC, you benefit from several unique deliverables, including case studies and benchmarking reports. These deliverables are not available to nonmembers.
- **A dedicated advisor for personalized support.** Each member of the MLC works with a dedicated advisor who will partner with you to create a tailored engagement plan addressing your key business objectives and marketing challenges, and ensure that you get answers to your questions.

Top Challenges For 2013

Members' challenges drive the MLC agenda throughout the year. The challenges identified for 2013 include:

- How can my marketing organization be more customer-centric?
- How do I drive demand for my products and services?
- How do I implement a robust marketing automation solution?
- How can I differentiate my brand and offering in a crowded marketplace?
- How do I create compelling messaging that crosses multiple lines of businesses, geographies, and offerings?
- How can I align my marketing efforts with sales to ensure a productive relationship?
- How do I know which emerging marketing tactics to invest in?



2013 Focus Areas

The MLC dives deeper into the major challenges that members face through member-driven focus areas. Focus areas for the 2013 program include:

- Brand strategy and execution.
- Demand generation.
- Messaging and positioning.
- Thought leadership.
- Content marketing.
- Budget and planning.
- Organization.
- Measurement.
- Sales enablement and tools.
- Working with internal and external partners.
- Marketing channels and integration (e.g., social, mobile, search, TV).
- Emerging technology.

Sample 2013 Events Calendar

SUMMER

July		August		September	
9	Regional Member Meeting: Paris	7	Webinar: Thought Leadership	5	Webinar: Social Technographics®
9	Discussion: B2C Content Marketing	21	Webinar: DMP Forrester Wave™	12	Regional Member Meeting: Boston
16	Discussion: B2B Content Marketing	22	Tech Marketing Discussion Group	26	Regional Member Meeting: Minneapolis
19	Global Marketing Discussion Group: China			19	B2B Discussion Group
Ongoing Advisor & Analyst Calls		Ongoing Advisor & Analyst Calls		Ongoing Advisor & Analyst Calls	

AUTUMN

October		November		December	
TBD	Webinar: Connected TV	4	Member Meeting: Chicago	TBD	Webinar: 2014 Marketing Predictions
TBD	Webinar: Audience Targeting	5-6	eBusiness & Channel Strategy Forum: Chicago	TBD	Holiday Gathering
16	Launch Benchmarking Survey	18	Member Meeting: London		
		19-20	CX Forum: London		
Ongoing Advisor & Analyst Calls		Ongoing Advisor & Analyst Calls		Ongoing Advisor & Analyst Calls	