

Program Overview 2014

Forrester Leadership Boards are exclusive peer groups for exchanging best and next practices to win in a disruptive marketplace.

- › **Prepare for rapid change.** Our powerful networks help you anticipate the impact that technology change will have on your customers and business.
- › **Increase confidence in your decisions.** Dedicated advisors connect you one-on-one with peers who share your experience.
- › **Increase your effectiveness.** Exclusive content equips you to improve your programs and results.

The Customer Insights (CI) Council comprises approximately 120 members.

Top Member Challenges

Members' challenges drive the Customer Insights Council agenda throughout the year. Popular challenges include:

- › How can I keep up with the rise of marketing technologies?
- › How can I create an education plan for internal stakeholders so they better understand the CI/MI function's responsibilities and deliverables (socialization)?
- › What techniques and tools can I leverage to centralize and integrate customer data and insights from across the organization?
- › How can I continue to drive customer loyalty?
- › How can I learn and leverage new methodologies in market research, including behavioral research and online market research communities?
- › How can I collaborate with internal partners to further customer insights?
- › How do I hire and train the right team?

HOW THE CUSTOMER INSIGHTS COUNCIL CAN HELP

The Customer Insights Council program overview is created and updated based on the needs of our members and includes a variety of meetings and deliverables. We support our members through:

- › **Facilitated problem-solving with your peers.** As a Customer Insights Council member, you are part of a trusted global community of customer insights leaders. Forrester proactively organizes and facilitates ongoing in-person and virtual events as well as one-to-one member exchanges designed to tackle your most pressing challenges.
- › **Exclusive content.** Members benefit from several unique deliverables, including case studies and benchmarking reports. These deliverables are exclusive to members.
- › **A dedicated advisor for personalized support.** Each member of the Customer Insights Council works with a dedicated advisor who will partner with you to create a plan to address your key objectives and challenges and to ensure that you most effectively utilize your Customer Insights Council resources.

SAMPLE EVENTS CALENDAR 2014

All topics listed below will be virtual events unless indicated as an “In-Person” event.

Q1

January	February	March
22 Marketing Automation: Lori Wizdo	5 2014 CI Council Kick-off	5 Leveraging Data To Understand The Customer Experience: Gina Sverdlov
	20 Procuring Budget: Chelsea Hammond	19 Discussion Group: B2B
	27 Customer Analytics: Jason McNellis	26 Marketing Services Update: John Kirkland
Ongoing advisor, peer, and analyst calls	Ongoing advisor, peer, and analyst calls	Ongoing advisor, peer, and analyst calls

Q2

April	May	June
9 In-Person: Member Meeting, San Francisco, Calif.	12 In-Person: Member Meeting, London	11 Discussion Group: Storytelling
23 Social Intelligence Vendor Forrester Wave™: Allison Smith	21 Contextual Privacy: Fatemeh Khatibloo	23 In-Person: Regional Member Meeting, New York City, NY
	29 Discussion Group: Marketing Technologies	
Ongoing advisor, peer, and analyst calls	Ongoing advisor, peer, and analyst calls	Ongoing advisor, peer, and analyst calls

Q3

July	August	September
17 Media Mix Modeling: Tina Moffet	13 Global Insights	18 Building an Insights Driven Organization: Jody Sarno
29 Discussion Group: Loyalty Tactics	27 Analytics Innovation: Srividya Sridharan	
Ongoing advisor, peer, and analyst calls	Ongoing advisor, peer, and analyst calls	Ongoing advisor, peer, and analyst calls

Q4

October		November		December	
8	Customer Insights Webinar: TBD	17	In-Person: Council Member Meeting, London	10	Customer Insights Webinar: TBD
27	In-Person: Council Member Meeting, Chicago, Ill.				
Ongoing advisor, peer, and analyst calls		Ongoing advisor, peer, and analyst calls		Ongoing advisor, peer, and analyst calls	

*Subject to change prior to distribution of final event invite.