

# Program Overview

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 how technology change impacts your customers and business.
- › **Increase confidence in your decisions.** Dedicated advisors connect you one-on-one with peers who share your experience.
- › **Improve your effectiveness.** Exclusive content equips you to improve your programs and results.

The CMO Group comprises approximately 50 members.

## Top Member Challenges

Members' challenges drive The CMO Group agenda throughout the year. Popular challenges include:

- › What are the cross functional roles and responsibilities critical to my marketing organization of the future?
- › What are best practices for leading culture change and transformation?
- › How do I best evaluate true marketing ROI, given the interconnected customer experience and engagement across channels and touch points?
- › How are other CMOs assessing their team's current marketing technology tools and assets, and partnering with the CIOs and others across the organization to design a holistic technology solution for the future?
- › What are the opportunities for leveraging data to experiment with more agile, adaptive marketing techniques

## HOW THE CMO GROUP CAN HELP

The CMO Group 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 member of The CMO Group, you are part of a trusted global community of CMO 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 a customized maturity model, case studies, and benchmarking reports. These deliverables are exclusive to members.
- › **A dedicated advisor for personalized support.** Each member of The CMO Group 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 CMO Group resources.

## SAMPLE EVENTS CALENDAR 2015

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

### Q1

January	February	March
20 2015 Program Kickoff & Goal Sharing	11 Approaches For Assessing Marketing ROI	24 The New Roles Powering Your Marketing Organization
Ongoing advisor, peer, and analyst calls	Ongoing advisor, peer, and analyst calls	Ongoing advisor, peer, and analyst calls

### Q2

April	May	June
13 In-person: Member Meeting - Achieving Connected Customer Experiences, New York	18 Content Marketing: Lessons Learned	15 Data & Analytics: Your Favorite New Ways For Engaging Customers
14 Forum for Marketing Leaders: Connect, Engage, Deliver, New York		
30 Spring Member Meeting Highlights		
Ongoing advisor, peer, and analyst calls	Ongoing advisor, peer, and analyst calls	Ongoing advisor, peer, and analyst calls

### Q3

July	August	September
14 CMO Group Summer Series	3 In-person: Regional Meeting- Leading Culture Change, Chicago	15 Preparing Your 2016 Strategy Presentations To Your CEO & Board
	18 CMO Group Summer Series	
Ongoing advisor, peer, and analyst calls	Ongoing advisor, peer, and analyst calls	Ongoing advisor, peer, and analyst calls

### Q4

October	November	December
5 In-person: Member Meeting- Fueling Marketing Innovation With Technology, Scottsdale	17 What's A Great CMO-CFO Relationship Look Like In 2015?	15 Year In Review: Your Single Greatest Success Of 2015
6 Forum for CIOs and CMOs: Partnering For Customer Obsession, Scottsdale		
21 Fall Member Meeting Highlights		
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.