

Program Overview

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

- › **Increase confidence in your decisions.** Membership offers a private forum to test your thinking on peers and Forrester experts.
- › **Prepare you for rapid change.** We link customer insights to business and technology strategies, equipping you with new ideas to anticipate what's next.
- › **Simplify your most complex initiatives.** Dedicated advisors bring clarity to your challenges with the best insights drawn from your peers and Forrester's research.

The eBusiness & Channel Strategy Council comprises approximately 140 senior-level eBusiness leaders at both B2C and B2B organizations.

Top Member Challenges

Members' challenges drive the eBusiness & Channel Strategy Council's agenda throughout the year. Popular challenges include:

- › How can I optimize my team, processes, and technology to engage with our customers through all of our channels?
- › Digital transformation – what should I do first?
- › How do I take my mobile strategy to the next level?
- › How is your organization responding to digital transformation?
- › How do I staff my digital organization?
- › How do the current vendor solutions compare to each other? Which one best fits the needs of my business?
- › What new challenges, trends, and solutions that I should be aware of as we expand globally?
- › How do I accelerate the digital evolution of B2B?
- › How can I foster internal relationships and encourage collaboration within my organization?

HOW THE EBUSINESS & CHANNEL STRATEGY COUNCIL CAN HELP

The eBusiness & Channel Strategy 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 an eBusiness & Channel Strategy Council member, you are part of a trusted global community of eBusiness & Channel Strategy 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 and case studies. These deliverables are exclusive to members.
- **A dedicated advisor for personalized support.** Each member of the eBusiness & Channel Strategy 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 eBusiness & Channel Strategy Council resources.

SAMPLE EVENTS CALENDAR 2015

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

Q1

January	February	March
14 Roadmaps Are Not The Answer	11 Contact Centers	11 Retail
		TBD In-Person Regional Meeting, Topic, San Francisco, CA
Ongoing advisor, peer, and analyst calls	Ongoing advisor, peer, and analyst calls	Ongoing advisor, peer, and analyst calls

Q2

April	May	June
8 Mobile	14 Omnichannel	15 In-Person: eBusiness Council Member Meeting, NYC
28 In-Person: EMEA eBusiness Council Member Meeting, London		16-17 Customer Experience Forum, NYC
29-30 Marketing Leadership Forum, London		24 Financial Services & Banking
Ongoing advisor, peer, and analyst calls	Ongoing advisor, peer, and analyst calls	Ongoing advisor, peer, and analyst calls

Q3

July	August	September
8 B2B	12 Globalization	9 Staffing & Budgeting
Ongoing advisor, peer, and analyst calls	Ongoing advisor, peer, and analyst calls	Ongoing advisor, peer, and analyst calls

Q4

October	November	December
14 Healthcare & Insurance	11 Governance & Metrics	9 Content Management
TBD In-Person: eBusiness Council Member Meeting, Chicago	TBD EMEA Customer Experience Forum, London	
TBD eBusiness & Channel Strategy Forum, Chicago	TBD EMEA eBusiness Council Member Meeting, London	
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.

Questions? Contact The eBusiness & Channel Strategy Council relationship team: Mary Beach, +44 (0) 20 7323 7765; Natan Abraham, +1 (617) 613-6287; Dan Fitzpatrick, +1 (617) 613-6540; Maura Howley, +1 (617) 613-6004 and Scott Okin +1 (617) 613-8815