

# Program Overview 2015

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 affects 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 exclusive B2B Marketing Council comprises approximately 55 select business-to-business (B2B) marketing leaders at organizations across a number of industries serving business customers.

## Top Member Challenges

Members' challenges drive the B2B Marketing Council agenda throughout the year. Popular challenges include:

- › How do I develop messaging that resonates with my target buyer?
- › How do I create and distribute compelling content for business buyers across the customer life cycle?
- › How do I develop more compelling thought leadership?
- › How do I map our customer's journey across channels?
- › How do I measure the effectiveness of my marketing programs?
- › How do I get the most out of my marketing automation platform?
- › How do I generate more quality leads for my sales team?
- › How can I better partner with and enable my sales channel?

### HOW THE B2B MARKETING COUNCIL CAN HELP

The B2B Marketing Council program 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 B2B Marketing Council member, you are part of a trusted global community of marketing leaders. Forrester proactively organizes and facilitates ongoing in-person and virtual events as well as one-to-one peer exchanges designed to tackle your most pressing challenges.
- › **Exclusive content.** Members benefit from several unique deliverables, such as benchmarking reports. These deliverables are exclusive to members.
- › **A dedicated advisor for personalized support.** Each member of the council partners with a dedicated advisor to create a plan to address key objectives and challenges, and to ensure that you most effectively utilize your resources.
- › **Team extension.** We extend membership deliverables, such as exclusive content and group peer exchanges to two of your team members to best support your shared initiatives.

## SAMPLE EVENTS CALENDAR 2015

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

### Q1

January	February	March
14 2015 Kickoff Call	5 Social Engagement Tactics	26 Marketing Innovation
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, New York, NY	7 Getting On The Executive Agenda	11 Marketing Measurement Technology
Ongoing advisor, peer, and analyst calls	28 In-Person: Member Meeting, London, UK Ongoing advisor, peer, and analyst calls	Ongoing advisor, peer, and analyst calls

### Q3

July	August	September
08 B2B Marketing Priorities For the Second Half of 2015	12 Through Channel Marketing	09 B2B Buyer Archetypes
Ongoing advisor, peer, and analyst calls	Ongoing advisor, peer, and analyst calls	Ongoing advisor, peer, and analyst calls

### Q4

October	November	December
08 Sales Enablement Best Practices	3 Customer Reference And Advocacy Programs	17 Content Marketing For B2B
28 In-Person: Member Meeting, Chicago Ongoing advisor, peer, and analyst calls	17 In-Person: Member Meeting, London, UK 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 B2B Marketing Council relationship team:  
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