



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 B2C Marketing Council comprises approximately 75 business-to-consumer (B2C) marketing leaders at organizations with annual revenues over \$500 million.

Top Member Challenges

Members' challenges drive the B2C Marketing Council agenda throughout the year. Popular challenges include:

- › How do I drive revenue for my brand, products, and/or services?
- › How do I create and distribute compelling content for consumers across channels?
- › How do I build a case for investment in digital marketing or specific emerging marketing tactics and technologies?
- › How should I be using social marketing and mobile marketing in my larger marketing strategy?
- › How do I get the most out of my marketing automation platform?
- › How do I measure the impact of my consumer marketing programs across channels?

HOW THE B2C MARKETING COUNCIL CAN HELP

The B2C 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 B2C 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 B2C Marketing Kickoff	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: Spring Member Meeting, New York City, New York	7 Getting On The Executive Agenda	11 Marketing Measurement Technology
28 In-Person: Spring Member Meeting, London, UK		
Ongoing advisor, peer, and analyst calls	Ongoing advisor, peer, and analyst calls	Ongoing advisor, peer, and analyst calls

Q3

July	August	September
20 Enterprise Marketing Technology And Services	18 Social Listening	9 Center of Excellence Org Model
Ongoing advisor, peer, and analyst calls	Ongoing advisor, peer, and analyst calls	Ongoing advisor, peer, and analyst calls

Q4

October	November	December
15 Measure Your Social Marketing Efforts	12 Global Mobile Strategy	9 Training Programs
28 In-Person: Fall Member Meeting North America,, Chicago, Illinois	17 In-Person: Member Meeting, London, UK	17 Customer-Obsessed Content Marketing
Ongoing advisor, peer, and analyst calls	Ongoing advisor, peer, and analyst calls	Ongoing advisor, peer, and analyst calls

Note: This calendar is subject to change prior to the distribution of the final event invite.