



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 Customer Insights (CI) Council comprises approximately 95 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 and build internal influence?
- › What is the next phase of digital intelligence and what practices can be applied for improved findings?
- › How are companies continuing to mature their social listening programs?
- › How can I continue to drive customer loyalty?
- › How can I translate data and insights into digestible and impactful stories for the organization?
- › How can we help the organization understand the value of attribution versus media mix modeling to save money and increase customer engagement?

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 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
13 Customer Insights New Years Resolutions	03 Super-Charge Analytics With Digital Intelligence	3 Invest in CI for Contextual Marketing
	18 Big Data Approach to Customer Analytics	31 Competitive Intelligence
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, NY	27 Leveraging Predictive Analytics	2 Real-Time Interaction Management
22 Market Research Best Practices		15 Dashboard Marketing Metrics
28 In-Person: Spring Member Meeting, London		
Ongoing advisor, peer, and analyst calls	Ongoing advisor, peer, and analyst calls	Ongoing advisor, peer, and analyst calls

Q3

July	August	September
10 Hadoop Case Study	18 Social Listening Success Stories	2 Customer Loyalty Trends
20 The Marketing Technology And Services Landscape		
Ongoing advisor, peer, and analyst calls	Ongoing advisor, peer, and analyst calls	Ongoing advisor, peer, and analyst calls

Q4

October	November	December
15 Start Your Journey To Creating Personalized Customer Communications	13 Competitive Intelligence	4 The Good, The Bad, And The Ugly – Vendors
28 In-Person: Fall Member Meeting, Chicago, IL	17 In-Person: Fall Member Meeting, London, UK	11 Customer Insights Predictions
29-30 Forrester's eBusiness Forum Chicago, IL	18-19 Forrester's Customer Experience Forum London, UK	
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.