

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 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 return on investment (ROI), given the interconnected customer experience and engagement across channels and touchpoints?
- › How are other CMOs assessing their team's current marketing technology tools and assets, and how are they 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 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 2015

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

Q2 2015

April	May	June
13 In-Person: Member Meeting, Achieving Connected Customer Experiences, New York, NY	18 Content Marketing: Lessons Learned	15 Data And Analytics: Your Favorite New Ways For Engaging Customers
14 Forum For Marketing Leaders: Connect, Engage, Deliver, New York		25 In-Person: Forrester + ANA Masters Circle Peer Discussion, Cambridge, MA.
30 Spring Member Meeting Highlights Ongoing advisor, peer, and analyst calls	Ongoing advisor, peer, and analyst calls	Ongoing advisor, peer, and analyst calls

Q3 2015

July	August	September
28 The Distinction & Relationship Between Brand & CX Ongoing advisor, peer, and analyst calls	10 In-Person: Regional Meeting - An Asset For Delivering On True Customer Obsession, Chicago, IL	15 Preparing Your 2016 Strategy Presentations To Your CEO And Board
	18 Social Listening Success Stories Ongoing advisor, peer, and analyst calls	Ongoing advisor, peer, and analyst calls

Q4 2015

October	November	December
21 What Does A Great CMO-CFO Relationship Look Like In 2015? Ongoing advisor, peer, and analyst calls	2-4 In-Person: Age Of The Customer Summit, Sarasota, FL	15 Year In Review: Your Single Greatest Success Of 2015
	16-17 Forum for Customer Experience Leaders, London	
	17 Highlights From Forrester's Age Of The Customer Summit Ongoing advisor, peer, and analyst calls	Ongoing advisor, peer, and analyst calls

*Subject to change prior to distribution of final event invite.