

Program Overview

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 impacts 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 110 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 so they better understand the CI/MI function's responsibilities and deliverables (socialization)?
- › What techniques and tools can I leverage to centralize and integrate customer data and insights from across the organization?
- › How can I continue to drive customer loyalty?
- › How can I learn and leverage new methodologies in market research, including behavioral research and online market research communities?
- › How can I collaborate with internal partners to further customer insights?
- › What techniques and tools can I leverage to centralize and integrate customer data and insights from across 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:

Questions? Contact the Customer Insights Council relationship team members:
Jeff Brown jbrown@forrester.com and Gwen Marsh, gmarsh@forrester.com.

- › **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 Customer Insights 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 Customer Insights 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
13 Global Council Kick-off	3 Digital Intelligence Trends	12 CRM Strategy
	10 Hadoop Discussion	17 Competitive Intelligence Discussion
	26 Global Research Best Practices	25 Building Internal Influence
Ongoing advisor, peer, and analyst calls	Ongoing advisor, peer, and analyst calls	Ongoing advisor, peer, and analyst calls

Q2

April	May	June
14 In-Person: Spring Member Meeting, New York City	5 Predictive Analytics	3 Real Time Interaction Management
28 In-Person: Spring Member Meeting, London	19 Voice of the Customer	15 In-Person: Regional Meeting, New York City
		30 Competitive Intelligence Discussion
Ongoing advisor, peer, and analyst calls	Ongoing advisor, peer, and analyst calls	Ongoing advisor, peer, and analyst calls

Q3

July	August	September
10 Hadoop Discussion	18 Social Listening	15 Digital Intelligence
		29 Media Mix Modeling
Ongoing advisor, peer, and analyst calls	Ongoing advisor, peer, and analyst calls	Ongoing advisor, peer, and analyst calls

Q4

October	November	December
7 Segmentation	12 Competitive Intelligence	1 Hadoop Discussion
15 Journey Mapping Member Interview	16 In-Person: Fall Member Meeting, London	
28 In-Person: Fall Member Meeting, Chicago		
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.