



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 For SMB Clients comprises approximately 50 select business-to-business (B2B) marketing leaders at small and medium-sized technology companies.

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 customers' journeys 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 FOR SMB CLIENTS 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.
- › **Online community.** Members can access their peer network digitally, and connect easily anytime and anywhere, to get the answers they need. A dedicated advisor helps you navigate and save time, connecting you with the right peers, analysts, and research.

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 MLC Kickoff Call	11 Second Wednesday Club**: <i>B2B Brands</i>	2-3 In-Person: Regional Meeting At Sales Enablement Forum
	17 Member Case Study: Demand Management	11 Second Wednesday Club: <i>ROI Tools</i>
Ongoing advisor, peer, and analyst calls	Ongoing advisor, peer, and analyst calls	Ongoing advisor, peer, and analyst calls

Q2

April	May	June
11 In-Person: Member Meeting, New York, NY	13 Second Wednesday Club: <i>Social Selling</i>	10 Second Wednesday Club: <i>Brand Measurement</i>
	29 In-Person: Member Meeting, Paris, France	
Ongoing advisor, peer, and analyst calls	Ongoing advisor, peer, and analyst calls	Ongoing advisor, peer, and analyst calls

Q3

July	August	September
8 Second Wednesday Club: <i>Temperature Check</i>	12 Second Wednesday Club: <i>Through Channel Marketing</i>	9 Second Wednesday Club: <i>B2B Buyer Profiles</i>
Ongoing advisor, peer, and analyst calls	Ongoing advisor, peer, and analyst calls	Ongoing advisor, peer, and analyst calls

Q4

October	November	December
14 Second Wednesday Club: <i>Sales Enablement</i>	11 Second Wednesday Club: <i>Lead Nurturing Strategies</i>	9 Second Wednesday Club: <i>Looking Ahead To 2016</i>
21 In-Person: Member Meeting, San Francisco, CA	19 In-Person: Member Meeting, London, UK	15 Boston Regional Holiday Get-Together
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.

**Second Wednesday Club is a monthly group call to tackle top-of-mind challenges.