

# 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 eBusiness & Channel Strategy Council comprises approximately 160 senior-level eBusiness leaders at both business-to-consumer (B2C) and business-to-business (B2B) organizations.

## Top Member Challenges

Members' challenges drive the eBusiness & Channel Strategy Council's agenda throughout the year. Popular challenges include:

- › How can I optimize my team, processes, and technology to engage with our customers through all of our channels?
- › Digital transformation — what should I do first?
- › How do I take my mobile strategy to the next level?
- › How are organizations responding to digital transformation?
- › How do I staff my digital organization?
- › How do the current vendor solutions compare with each other? Which one best fits the needs of my business?
- › What new challenges, trends, and solutions should I be aware of as we expand globally?
- › How do I accelerate the digital evolution of B2B?
- › How can I foster internal relationships and encourage collaboration within my organization?

## HOW THE EBUSINESS & CHANNEL STRATEGY COUNCIL CAN HELP

The eBusiness & Channel Strategy 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 an eBusiness & Channel Strategy Council member, you are part of a trusted global community of eBusiness and channel strategy 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 and case studies. 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 Road Maps Are Not The Answer Ongoing advisor, peer, and analyst calls	4 The Current State Of Mobile Ongoing advisor, peer, and analyst calls	18 Mastering Omnichannel - Retail Ongoing advisor, peer, and analyst calls

### Q2

April	May	June
8 Challenging The Status Quo - Mobile Payments And Digital Wallets Ongoing advisor, peer, and analyst calls	13 Contact Centers, An Integral Component Of An Omnichannel Strategy Ongoing advisor, peer, and analyst calls	15 In-Person: eBusiness Council Member Meeting, New York City, NY Ongoing advisor, peer, and analyst calls
28 In-Person: EMEA eBusiness Council Member Meeting, London		16-17 Customer Experience Forum, New York City, NY
29-30 Marketing Leadership Forum, London Ongoing advisor, peer, and analyst calls		

### Q3

July	August	September
8 Business-To-Business (B2B) eCommerce Trends Ongoing advisor, peer, and analyst calls	12 Managing Multimedia Web Content Ongoing advisor, peer, and analyst calls	9 Staffing And Talent Acquisition Ongoing advisor, peer, and analyst calls

### Q4

October	November	December
14 Healthcare And Insurance Ongoing advisor, peer, and analyst calls	11 Governance And Metrics Ongoing advisor, peer, and analyst calls	9 Content Management Ongoing advisor, peer, and analyst calls
28 In-Person: eBusiness Council Member Meeting, Chicago	17 EMEA eBusiness Council Member Meeting, London	
29-30 Digital Business Forum, Chicago	18-19 EMEA Customer Experience Forum, London	

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