

M·O·C·C·A

2008 Events and Research

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Information Resources for MOCCA members

- Industry Analyst Marketing 2008 editorial coverage
 - IDC, Forrester, Jupiter, Gartner
- Other recommended resources
- Relevant events

IDC CMO Advisory Service

- www.IDC.com/CMO
- Annual Benchmarking Study (September)
- Tech Marketing Management Best Practices
 - February: Marketing Performance Measurement 2.0
 - May: Marketing-Related IT, A Strategic Perspective
 - October: Global Ad & PR Agency Mgmt. Strategies
- Events
 - Marketing Operations Board Meetings, CA (January, May)
 - IDG Marketing Summit, NYC (April 2)
 - Marketing & Sales Effectiveness, NYC (April 3)
 - Miscellaneous Hot Topic conference calls
 - Insights: Marketing Performance Matrix, Marketing Operations, Marketing Finance, Marketing Dashboard Metrics

Note: IDC has also introduced a Sales Advisory Service

Forrester

- www.forrester.com
- www.forrester.com/Research/PlannedResearch
- Forrester has excellent resources for Marketing, their website targets roles/personas and groups topics
 - e.g. Marketing Leadership Professional
 - Topics include: Brand Strategy & Tactics, Emerging Marketing Channels, Direct Marketing, Relationship Marketing, Interactive Marketing, Marketing Automation, Marketing Measurement, Marketing Organization & Culture, Marketing Planning, Marketing Service Providers
- Key Event: Marketing Forum, LA (April 8-9)

Jupiter

- www.jupiterresearch.com
- Jupiter is very strong in mobile, digital marketing and new media. I have a full 2008 Research Agenda to post
- Marketing Research Categories
 - Advertising & Branding
 - Email Marketing
 - Mobile Marketing & Media
 - Online Behavior & Demographics
 - Search Marketing
 - SMB Marketing
 - Social Marketing
- Key Events
 - See website for online e-seminars (JupiterTels)

Gartner

- www.gartner.com
- Gartner does not have a directly relevant Marketing practice, they do have extensive information on all aspects of CRM (Kim Collins) and BI
- Key Events
 - Business Intelligence Summit, Amsterdam (February 5-7)
 - CRM Summit, London (March 18-19)
 - CRM Summit, Washington DC (September)

Recommended Resources for MOCCA

- American Marketing Association (AMA)
- Association of National Advertisers (ANA)
- Marketing Leadership Council (MLC)
- CMO Council
- Marketing Profs
- Marketing NPV
- Marketing Science Institute (MSI)
- Vision Edge Marketing
- Marketing Sherpa
- Sirius Decisions
- IT Services Marketing Association (ITSMA)
- Direct Marketing Association (DMA)
- Marketing At Wharton
 - should include other 'Marketing Top 10' universities

Miscellaneous Events Calendar

- 2008 Marketing Conference Schedule
 - Excel spreadsheet with details
 - Monthly calendar for ‘at a glance’

Example

2008 Marketing Conference Schedule

Conference	Location	Start Date	End Date	Website	Sponsor
Aprimo Marketing Summit 2008	InterContinental Hotel Miami, FL	28-Jan-08	30-Jan-08	www.aprimo.com/summit08	Aprimo
The Conference on Marketing	Naples Grand Resort & Club Naples, FL	4-Feb-08	8-Feb-08	www.ck101.com	Institute for International Research
Business Process Management Summit	Las Vegas, NV	4-Feb-08	7-Feb-08	www.ck101.com	Gartner
DMA's Email Evolution Conference	Shelton Hotel & Marina San Diego, CA	12-Feb-08	13-Feb-08	www.ck101.com	DMA
Technology for Marketing	London, UK	12-Feb-08	13-Feb-08	www.ck101.com	CMP
Online Marketing Summit 2008	San Diego, CA	25-Feb-08	28-Feb-08	www.ck101.com/online-summit-2008	DMA, Eloqua
Marketing Sherpa's 3rd Annual	InterContinental Hotel Miami, FL	24-Feb-08	26-Feb-08	www.ck101.com	Marketing Sherpa
DMA Leaders' Forum 2008	The Palmetto Yacht Club Resort & Club, Aventura, FL	25-Feb-08	27-Feb-08	www.ck101.com/leaders	DMA
DMA's 2008 B2B & Marketing Conference	Rosen Center Hotel Orlando, FL	5-Mar-08	6-Mar-08	www.ck101.com	DMA
Marketing Effectiveness Summit 2008	Austin, TX	4-Mar-08	5-Mar-08	www.ck101.com/effectiveness	Eloqua
Customer Relationship Management Summit	London, UK	18-Mar-08	19-Mar-08	www.ck101.com	Gartner
Forrester's Marketing Forum 2008	Hyatt Regency Century Plaza Los Angeles, CA	8-Apr-08	10-Apr-08	www.ck101.com	Forrester
Marketing Effectiveness Conference	Millennium UN Plaza New York New York, NY	15-Apr-08	16-Apr-08	www.ck101.com/effectiveness	The Conference Board

February 2008

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4	5	6	7	8	9
		G – Biz Intelligence Summit, Netherlands				
	IIR – The Conference on Mktg, Naples, FL					
	G - Biz Process Mgmt Summit, Las Vegas, NV					
10	11	12	13	14	15	16
		DMA – DMA’s Email Evolution, San Diego, CA				
		CMP – Technology for Mktg, London, UK				
17	18	19	20	21	22	23
				DMA – Online Mktg Summit, San Diego, CA		
24	25	26	27	28	29	
MS – Mktg Sherpa’s 3 rd Annual, San Diego, CA						
	DMA – DMA Leaders’ Forum, Aventura, FL					
						10

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Professional Development of the
Marketing Operations Professional