

mocca

marketing operations cross-company alliance

Spring Quarterly Meeting

May 1st, 2007

Welcome to NetApp

agenda

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- **Welcome & Introductions**
- **Plans for Promotion – Growing MOCCA**
- **MOCCA Membership**
 - Quarterly Meetings
- **Survey Results**
 - Topics
 - SIGs
- **Today’s Discussion: CMO Panel**

mission

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- **Mission statement:**
 - MOCCA is a community for sharing practical experience between Marketing Operations professionals in high-technology companies, via quarterly meetings, topical conference calls, and ad hoc communications.
- **Objectives:**
 - Allow for the organic development of the community while avoiding excessive administrative overhead and cost.
 - Develop the profession and provide an opportunity for professional development.
 - Develop standards such as core competencies, success metrics, job codes and descriptions.
 - Influence the research of IDC, MLC, SiriusDecisions, CMO Council, Hackett and McKinsey.

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quarterly meetings

- **Proposal: 2nd Tuesday, 2nd month of each calendar quarter**
 - February, May, August, November
- **Proposed FY'07 – FY'08 dates:**
 - August 14th, 2007
 - November 13th, 2007
 - February 12th, 2008
 - May 13th, 2008

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survey results

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- **Last meeting:**
 - 90% of group felt last meeting was good or extremely good use of time
 - MOCCA speakers rated much higher than vendor speakers; cocktail reception was a huge hit
- **Future meetings:**
 - Preferred formats:
 - MOCCA member presentations
 - Guest panels (e.g. CMOs)
 - Requested content:
 1. Marketing Operations Efficiency: Tips and Techniques
 2. MOCCA success stories and lessons learned from big projects
 3. CMO panel
 4. Measurements, dashboards, Marketing performance
 5. Ops Reviews, Meeting Management, Governance Models
 6. Change Management
 7. Campaign Effectiveness Reporting