



M·O·C·C·A

MOCCA Quarterly Meeting

Social Media & Demand Generation
Convergence—How to Measure It

Today's Meeting

Local	408-536-9900
Toll-Free (US & Canada)	877-220-5439
Audio Meeting ID	743342
Audio Meeting Password	636671551
Web Conference Session URL	http://my.adobe.acrobat.com/moccaq2/



MOCCA Mission

- Foster a community for sharing practical experience
- Encourage the professional development of Marketing Operations practitioners
- Develop the Marketing Operations professional

2008/2009 Focus

■ Focus:

- Increased member value & participation
- Grow awareness for MOCCA

■ Success Stories:

- Membership growth is accelerating
- MOCCA at the Sirius Decisions Conference
- Media & Analyst interest in MOCCA

■ MOCCA Board:

- Amy Crosby, Symantec
- Brenda Kring: CyberSource
- Marcia Trask, Adobe Systems
- PJ Wells, Ericsson
- Larissa DeCarlo, MTS

Upcoming Meetings & Surveys

Meetings

- **Change Management & Summer Mixer** (August 11, 2009)
- **Budgeting & Strategic Planning** (November 10, 2009)

Surveys

- **Technology Adoption** (Q3'09)
- **Market Research Feedback** (Q4'09)

Meeting Agenda

3:00 – 3:30	Welcome & review of MOCCA quarterly survey results on marketing performance metrics.
3:30 - 4:00	Laura Ramos, Vice President, Forrester Research on <i>“Engagement: Measuring The Impact of Social Media”</i>
4:00 - 4:30	Elisa Haidt & Dawn Jones, Education Marketing, Adobe Systems Inc., presenting a case study on <i>“Student Marketing: Engage & Deliver using Social Media”</i>
4:30 - 5:15	Brenda Kring & Nancy Raimundo, Demand Generation & Inside Sales, CyberSource Corporation, presenting a case study on <i>“Integrated Demand Generation: Sales & Marketing Partnership”</i>
5:15 - 6:00	Summary and Close; member networking



Member Social

- Join us after the meeting at a no-host member social
- Location is the Hedley Club at the De Anza Hotel





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*“Engagement: Measuring The
Impact of Social Media”*

Laura Ramos

Vice President, Principal Analyst
Forrester Research



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“Student Marketing: Engage & Deliver using Social Media”

Elisa Haidt & Dawn Jones
Education Marketing
Adobe Systems, Inc.



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*“Integrated Demand Generation:
Sales & Marketing Partnership”*

Brenda Kring & Nancy Raimundo
CyberSource Corporation

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Professional Development and Development
of the Marketing Operations Professional