

## CMO Council European Programme for 2005

### January – March, 2005

*European Survey – Marketing Performance Measurement (MPM)*

Target: Corporate officers and senior marketing and sales decision makers.

Theme: Assess the impact of marketing, its perception and value across Europe. It looks at Boardroom attitudes to marketing and its role as a strategic driver for business growth. The results will be compared with the survey conducted in the USA in 2004.

### Wednesday, 10th February

*Networking dinner (6-10 attendees), London*

Theme: Multicultural Brand Values in Europe. How do companies target and promote their brand to accommodate the diverse cultures and languages of Europe? What are the tried and tested practices to succeed? What is the NEW thinking for an expanding and rapidly changing European IT market? Peer group debate and top level experience from within the CMO Council membership.

### February

*Pan-European Media Launch*

Launch the European CMO of the Year Award. Announce formal criteria and process to nominate, qualify, judge and recognise the CMO of the Year. This will be organised in partnership with BusinessWeek magazine.

### Thursday, 24<sup>th</sup> Feb

Global Tech+Telecom Competitiveness Summit, **Silicon Valley, California**

Theme: Operational Excellence in the Face of Growing Customer Choice

Potential for a European CMO Council delegation to attend the Summit, and select companies to present. Sponsored by the management consulting firm of A.T. Kearney, (EDS subsidiary). Fee to attend.

### Thursday, 17<sup>th</sup> March

*CMO Council Advisory Board Meeting, London*

Set the agenda for the 2005 European CMO Summit

Review the 2005 programme

View the provisional results of the MPM Survey

### Thursday, 14th April

*Seminar – MPM Forum, London*

Theme: Best practices in Marketing Performance Measurement with the benefit of the European CMO Council survey results. Case studies and presentations that showcase ground-breaking standards of marketing measurement in the technology industry. Fee to attend.

**Tuesday, 19th April**

*Networking dinner (6-10 attendees), **Munich***

Theme: Sales and Marketing: Partners for growth or still too far apart?

Peer group presentations and debate looking at examples of sales and marketing working together and experiences from both sides of the fence. Looks at managing customer-focused messages, lead quality, sales conversion and field marketing integration.

**May - July**

*European Survey – Digital Marketing Directions*

A survey of European CMO Council membership considers the drivers and importance of eMarketing channels and practices. Looks at the adoption and integration of e-mail, online advertising, directory search, online events, ePromotions, viral, Web and database marketing campaigns as well as the latest strategies and techniques for segmenting, targeting and keeping in touch with critical market segments. Quantifies digital marketing spend and perceived benefits and values.

**Tuesday, 17th May**

*Seminar – MPM Forum, **Paris***

Theme: Best practices in Marketing Performance Measurement with the benefit of the European CMO Council survey results. Case studies and presentations that showcase ground-breaking standards of marketing measurement in the technology industry. Fee to attend.

**Wednesday, 15th June**

*Networking dinner (6-10 attendees), **London***

Theme: The strategic role of Marketing.

How can marketing be elevated to become a more strategic influence in the future direction of an organisation? References findings of research programme conducted with the acclaimed Kellogg School of Management. Peer group debate and top level experience from within the CMO Council membership

**Tuesday, 19<sup>th</sup> July**

*Seminar – MPM Forum, **Frankfurt***

Theme: Best practices in Marketing Performance Measurement with the benefit of the European CMO Council survey results. Case studies and presentations that showcase the ground-breaking standards of marketing measurement in the technology industry. Fee to attend.

**August**

No programme – Holidays

**Tuesday 20th September**

*European Advisory Board Meeting, **London** (before the dinner below)*

Theme: Set 2006 programme agenda

Finalise the agenda and programme for the European Summit in November

Review the 2005 programme

**Tuesday 20<sup>th</sup> September**

*Networking dinner (6-10 attendees), **London***

Theme: Digital Marketing.

Launch the results of the European survey. Discussion of the direct marketing strategies and techniques to better segment, target and reach key audiences..

Peer group debate and top level experience from within the CMO Council membership

**Thursday, 29th September**

*Networking dinner (6-10 attendees), **Paris***

Theme: Digital Marketing

Discussion of the direct marketing strategies and techniques to better segment, target and reach key audiences. Further review of the European survey results.

Peer group debate and top level experience from within the CMO Council membership

**October (Date TBD)**

*US CMO Council Summit, **North America***

Theme: TBD

Fee to attend.

**Thursday, 17<sup>th</sup> and Friday 18<sup>th</sup> November**

*European CMO Council Summit, **London/Home Counties***

Theme and Programme: To be determined at the Advisory Board meeting in March 2005. Fee to attend.

**Tuesday, 6th December**

*CMO of the Year Award Cocktail Reception, **London***

Theme: Showcase and announce the first European Top Marketer of the Year in Technology