Forrester’s Tech Marketing Council is an exclusive network of peers, analysts, and advisors connecting you with the leading practices to accelerate business growth.

A dedicated advisor will help senior technology marketing leaders apply insights from forward-looking research and best practices of an exclusive network of peers and analysts to navigate risk and accelerate their key initiatives.

TOP MEMBER PRIORITIES

Our members’ priorities drive the Tech Marketing Council agenda throughout 2020:

1. **Maximize engagement through content and messaging.**
   - Build targeted demand generation programs.
   - Optimize product launches.
   - Develop customer advocates and manage references.
   - Implement account-based marketing.
   - Leverage channel and partner marketing programs.
   - Measure and communicate marketing ROI.
   - Drive customer-aligned marketing and sales.

2. **KEY QUESTIONS**
   - How does a strategic messaging architecture help me to better position my company and offerings?
   - What are fundamental activities for launching new products? How can I drive effective market segment positioning, go-to-customer strategy development, tactical marketing plan development, and sales enablement strategy?
   - How do I evolve from supporting sales, analysts, etc. with customer references and testimonials to creating an experience in which customers look forward to engaging?
   - Do virtual assistants, virtual reality, bots, and AI have a role in B2B marketing? What is ‘intelligent content’ and will it really revolutionize my content strategy?
   - What are the best practices for attributing marketing impact on the business?

+ **LEADERSHIP EFFECTIVENESS**
   - Lead change.
   - Increase cross-functional influence.
   - Improve team performance.
   - Balancing strategic vs. tactical needs.

Senior-level B2B tech marketing executives interested in forward-looking research insights, peer networking, and applying best practices to accelerate key initiatives should contact Trisha Mirel, Forrester’s Tech Marketing Council Global Council Director, directly at tmirel@forrester.com.
SAMPLE MEMBER LIST
The following organizations have one or more members in the Tech Marketing Council:

- Amperity
- Coalfire Systems
- Confermit
- Cornerstone OnDemand
- Dialpad
- FlowForma
- Intershop
- Jama Software
- League
- Matrix42
- MessageGears
- NexJ Systems
- QuickBase
- RedPoint Global
- Salsify
- ThoughtWorks
- Vertex
- Vodafone

EVENT HIGHLIGHTS
In addition to ongoing Advisor, peer and analyst calls, members are invited to join Council Calls and in-person Member Meetings.

COUNCIL CALLS
- **January 2020 – March 2020**
  - Council-Exclusive Webinar: The Future Of Marketing
  - Council-Exclusive Webinar: 2020 Research Organization Overview
  - Council-Exclusive Webinar: Exclusive Forrester Wave Updates
  - Council-Exclusive Webinars: Annual Research Director Series

- **April 2020 – June 2020**
  - Council-Exclusive Webinar: Bulletproof Marketing
  - Virtual Exchange: Crowd Sourced Customer Review Sites
  - Member Case Study: Implementing Agile Marketing

*Topics and timing of future virtual meetings are determined by our members' priorities and published six months in advance.

MEMBER MEETINGS
In-person, advisor-facilitated working sessions with peers and analysts. Plan now to attend the Tech Marketing Council’s most important events.

- **Spring member meeting**
  - Austin, TX, May

- **Fall member meetings**
  - San Francisco, CA, October
  - London, UK, October
  - Cambridge, Mass., October