Forrester’s Customer Insights & Analytics 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 data and analytics 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 Customer Insights & Analytics Council agenda throughout 2020:

1. **Accelerate innovation with data and insights to enable an insights-driven organization.**
2. **Evangelize insights with data visualization and storytelling.**
3. **Optimize customer interactions and fuel personalization and next-best experiences with analytics.**
4. **Capture, manage, and secure data from all sources and make it accessible for insights.**

**KEY QUESTIONS**

- How are leading organizations using data to accelerate innovation cycles?
- How can I drive action internally using better data visualization and effective storytelling?
- How can I use advanced analytics to predict customer behavior and create better business outcomes?
- How can I help my organization make more insights-driven decisions?
- How can I derive more value from my digital data (site, app, mobile, etc.) to create superior digital experiences?

**+ LEADERSHIP EFFECTIVENESS**

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

Senior-level customer insights and analytics executives interested in forward-looking research insights, peer networking, and applying best practices to accelerate key initiatives, please contact Jenna Wohead, Forrester’s Customer Insights And Analytics Global Council Manager, directly at jwohead@forrester.com.
SAMPLE MEMBER LIST

<table>
<thead>
<tr>
<th>American Eagle Outfitters</th>
<th>General Motors</th>
<th>Pitney Bowes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bank of Montreal</td>
<td>Home Depot</td>
<td>Shell International</td>
</tr>
<tr>
<td>CarMax</td>
<td>Invesco</td>
<td>Suncorp</td>
</tr>
<tr>
<td>Cisco</td>
<td>Kohler</td>
<td>Travelers</td>
</tr>
<tr>
<td>Dillard’s</td>
<td>L.L. Bean</td>
<td>United Airlines</td>
</tr>
<tr>
<td>Estee Lauder</td>
<td>MD Financial</td>
<td>US Bank</td>
</tr>
<tr>
<td>Fannie Mae</td>
<td>Navy Federal Credit Union</td>
<td>Vertex</td>
</tr>
</tbody>
</table>

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

- Virtual Exchange: Council Kickoff 2020
- Council-Exclusive Webinar: X Marks The Spot: Engaging With Generation X
- Virtual Exchange: Organizing For Insights
- Virtual Exchange: The Data-Powered Tools & Tech You Can’t Live Without

April 2020 – June 2020

- Member Case Study: The Insights & Analytics CoE Journey, Year One
- Council-Exclusive Webinar: Unlock the Power Of Your Data At Scale Using Automated Machine Learning
- Virtual Exchange: Mastering The Art & Science Of Segmentation

*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 Customer Insights & Analytics Council’s most important events.

Spring member meetings

- Atlanta, GA, February
- New York, NY, April

Fall member meetings

- San Francisco, CA, September
- Austin, TX, December