



American Marketing Association  
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Permit No. 3602  
Berwyn, IL 60402

## TRAINING SERIES MARKETING DASHBOARDS 2.0:

*The next generation in marketing measurement,  
analytics, and resource allocation*

DENVER, CO **MARCH 3-4**  
PHILADELPHIA, PA **APRIL 2-3**  
CHICAGO, IL **APRIL 17-18**

To register visit [www.MarketingPower.com/itsroidash](http://www.MarketingPower.com/itsroidash)  
or call 800.AMA.1150.



## MARKETING DASHBOARDS 2.0:

*The next generation in marketing measurement,  
analytics, and resource allocation*

AMERICAN MARKETING ASSOCIATION  
TRAINING SERIES

DENVER MAR 3-4 | PHILADELPHIA APR 2-3 | CHICAGO APR 17-18

This workshop provides mid- to senior-level marketers the knowledge to build marketing dashboards that better support marketing investment decisions and results tracking. The format combines educational presentations, case studies and participant collaboration to provide actionable learning.



# MARKETING DASHBOARDS 2.0:

*The next generation in marketing measurement, analytics, and resource allocation*

Do you already have a marketing dashboard or are you considering building one?

By now, most mid- to large-sized marketing organizations have either developed some sort of marketing dashboard or are on their way to doing so. Yet so many of these projects are failing to engage the key users or falling short of being the comprehensive single-source of insight they were intended to be. Why? Is it the wrong metrics? Insufficient insight? Design flaws? Or organizational adoption issues?

Led by Senior Partners from MarketingNPV, the leading implementer of marketing dashboards and analytics, this intensive two-day seminar will dive into the how to develop a best of breed marketing dashboard to measure and enhance marketing ROI. We'll examine how to successfully combine and evolve metrics, processes, analytics, and tools to ensure continued dashboard success over the long-term. We will help you avoid common traps and flaws to make sure that your dashboard continues to meet the evolving needs of the Marketing organization.

Whether you've already got a dashboard you'd like to fix, or are just looking to avoid the mistakes most first-timers make, you'll find lots of superb content in this highly interactive workshop.

## LEARNING OBJECTIVES:

- Aligning the scope of your marketing dashboard with the organization's knowledge needs.
- Identifying the right metrics to include on your dashboard to identify opportunities and threats and forecast performance.
- Integrating analytics and dashboard metrics.
- Overcoming gaps in data or missing information.
- Developing robust processes to support marketing resource allocation and performance management.
- Selecting the right deployment technology to create an engaging interface and easy-to-maintain operation.
- Designing the user experience for simplicity and richness of learning.
- Developing a marketing measurement plan to ensure that the dashboard evolves to meet the ever-changing needs of the marketing organization.

## WHO SHOULD ATTEND?

- Senior marketers at mid- to large-sized companies with responsibilities for designing and building dashboards or executing against specific marketing metrics.
- B2C or B2B marketing executives who need a comprehensive framework for measuring marketing performance.

## DAY 1

8:30 AM	CONTINENTAL BREAKFAST
9:00 AM	INTRODUCTIONS
9:30 AM	WHAT IS A MARKETING DASHBOARD? WHY NOW?
10:30 AM	BREAK
10:45 AM	MARKETING ALIGNMENT AND MEASUREMENT
12:00 PM	LUNCH
1:00 PM	METRICS: WHAT AND HOW TO MEASURE
3:00 PM	BREAK
3:30 PM	DASHBOARD NAVIGATION & METRIC EXERCISE
4:30 PM	Q&A AND WRAP UP DAY 1

## DAY 2

8:00 AM	CONTINENTAL BREAKFAST
8:30 AM	EXERCISE REVIEW
9:30 AM	ANALYTICS—DATA, KNOWLEDGE GAPS, AND MODELS
10:30 AM	BREAK
10:45 AM	MODELS CONTINUED AND INSIGHT ROADMAP DEVELOPMENT
12:00 PM	LUNCH
1:00 PM	ORGANIZATIONAL ADOPTION & IMPLEMENTATION
2:30 PM	CASE STUDY
3:00 PM	BREAK
3:15 PM	BUILDING THE PLAN
4:00 PM	REVIEW AND WRAP UP

## LOCATIONS

### MARCH 3-4

DENVER, CO  
*Denver City Center Marriott*  
 1701 California Street  
 Denver, CO 80202  
 Phone: 303.297.1300  
[www.marriott.com/hotels/travel/dendt-denver-marriott-city-center/](http://www.marriott.com/hotels/travel/dendt-denver-marriott-city-center/)

### APRIL 2-3

PHILADELPHIA, PA  
*The Hub CityView*  
 30 South 17th Street  
 United Plaza, 14th Floor  
 Philadelphia, PA 19103  
 Phone: 877.843.4821  
[www.thehub.com/cityview.php](http://www.thehub.com/cityview.php)

### APRIL 17-18

CHICAGO, IL  
*Gleacher Center*  
 University of Chicago  
 450 N. Cityfront Plaza Drive  
 Chicago, IL 60611  
 Phone: 312.464.8787  
[www.gleachercenter.com](http://www.gleachercenter.com)

## PRICING

MEMBER	\$1375
NEW MEMBER PLUS*	\$1610
NON-MEMBER	\$1660

\*Join the AMA today and save! Your AMA New Member Plus registration will include a one-year AMA membership.

## EARLY REGISTRATION DEADLINES\*\*

DENVER	FEBRUARY 3
PHILADELPHIA	MARCH 2
CHICAGO	MARCH 17

\*\*Please add an additional \$100 to price after early registration deadline(s).

## TO REGISTER VISIT

[www.MarketingPower.com/tsroidash](http://www.MarketingPower.com/tsroidash) or call 800.AMA.1150.