



Marketing Metrics and Dashboards 2.0: *The Next Generation in Marketing Measurement, Analytics, and Resource Allocation*

New York, NY, November 3-4

Training Series

MarketingPower.com/Dashboards • 800.AMA.1150

Save up to \$200 when you register early!

Visit the website for full details.

Take-aways

- Learn to identify the right metrics to include on your dashboard to identify opportunities, threats and forecast performance
- Develop robust processes to support marketing resource allocation and performance management
- Understanding of the right deployment technology to create an engaging interface and easy-to-maintain operation
- A marketing measurement plan to ensure that your dashboard evolves to meet your organization's needs

Do you already have a marketing dashboard or are you considering building one? Most mid- to large-sized marketing organizations have either developed some sort of marketing dashboard or are on their way to doing so. Yet few have succeeded in engaging key users or generating the comprehensive insights they'd hoped to. 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.

Pat LaPointe, Managing Partner, MarketingNPV

Mr. LaPointe directs the development of client solutions for CMOs in the areas of skills, structure, processes and tools to improve marketing measurement through greater alignment and accountability. His book, *Marketing by the Dashboard Light: How to Get More Insight, Foresight, and Accountability from Your Marketing Investments* is a pioneering work on the topic of marketing dashboard development.



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Day 1

What is a Marketing Dashboard? Why Now?

Marketing Alignment and Measurement

- Aligning the scope of your marketing dashboard with the organization's knowledge needs

Metrics: What and How to Measure

- Identifying the right metrics to include on your dashboard to identify opportunities and threats and forecast performance
- Integrating analytics and dashboard metrics

Exercise: Dashboard Navigation and Metrics

Q&A and Wrap Up Day 1

Day 2

Exercise Review

Analytics: Data, Knowledge Gaps and Models

- Overcoming gaps in data or missing information

Models (continued) and Insight Roadmap Development

- Selecting the right deployment technology to create an engaging interface and easy-to-maintain operation

Organizational Adoption and Implementation

- Developing robust processes to support marketing resource allocation and performance management

Building the Plan

- 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

Review and Wrap Up