

## European Events

Event Description	Date	Type	Location
<b>The Rise of the Social Buyer:</b> latest research on how B2B buyers consume information in today's digital world.	24 January 2012	Breakfast Briefing	London
<b>Building the Idea Organisation:</b> how to use Thought Leadership to build Brand preference, generate leads and engage clients.	22 February 2012	Inner Circle Meeting	London
<b>Successful Lead Management:</b> the four stages to maturity.	20 March 2012	Roundtable	Virtual
<b>Transforming the Marketing Organisation:</b> What are the new models, functions, practices, and skills.	25 April 2012	Inner Circle Meeting	London
ITSMA European Advisory Board Meeting	15 May 2012	Advisory Board	London
<b>Preparing for the B2B Social Buyer:</b> determining the marketing balance to engage traditional and new social buyers.	13 June 2012	Roundtable	London
<b>The Strategic Marketing Value Proposition:</b> what the business expects of marketing.	20 September 2012	Inner Circle Meeting	London
<b>Sales Enablement:</b> understanding the minds of our sales force and working with marketing.	18 October 2012	Roundtable	London
ITSMA European Advisory Board Meeting	13 November 2012	Advisory Board	London
This annual <b>Thought Leader</b> event is for B2B services and solutions marketers at all levels and is open to members and non-members. ITSMA shares research and best practice from academia, industry and leaders in the marketing profession.	29 November 2012	Thought Leader Seminar	London

*Note: Event dates and topics are subject to change.*

Visit [www.ITSMA.com/events](http://www.ITSMA.com/events) for the latest information and to register online.

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