

## EVENTS

| Event Description  | Date  | Type                                    | Location          | Region |
|--|---|---|-------------------|--------|
| ITSMA's 2012 State of the Marketing Profession   | 24 Jan 2012<br>6:00 am ET<br>12:00 pm CET<br>4:30 pm India  | Web Briefing                            | Online            | GL     |
|  | 25 Jan 2012<br>8:00 am PT<br>11:00 am ET<br>16:00 pm London | Web Briefing                            | Online            | GL     |
| The Rise of the B2B Social Buyer: How Buyers Consume Information in Today's Digital World  | 24 January 2012   | Breakfast Briefing                      | London            | EU     |
| Building the Idea Organization: How to use Thought Leadership to Build Brand Preference, Generate Leads, and Engage Clients                    | 22 February 2012  | Inner Circle Meeting                    | London            | EU     |
| Account Based Marketing: Four Steps to Adopting and Optimizing a Successful ABM Program  | 20 March 2012   | Web Briefing                            | Online            | GL     |
| Successful Lead Management: The Four Stages to Maturity  | 20 March 2012   | Roundtable                              | Virtual           | EU     |
| Real-Time Sales Enablement: Helping Sales Develop Opportunities and Deepen Relationships   | 3 April 2012  | Lunch Briefing                          | New York, NY      | NA     |
|  | 5 April 2012  | Evening Briefing & Networking Reception | Boston, MA        | NA     |
|  | 25 April 2012   | Evening Briefing & Networking Reception | Santa Clara, CA   | NA     |
| Transforming the Marketing Organization: New Models, Functions, Practices, and Skills  | 25 April 2012   | Inner Circle Meeting                    | London            | EU     |
| <b>ITSMA's Annual Marketing Leadership Forum</b><br>Marketing Transformation in 2012: Rethinking, Reskilling, and Reinventing the Organization | 12-13 June 2012   | Forum                                   | Napa, CA          | NA     |
| Preparing for the B2B Social Buyer: Determining the New Marketing Balance  | 13 June 2012  | Roundtable                              | London            | EU     |
| The New Skills Crisis in Marketing: Why Your Next Marketers Won't Come from Marketing  | 19 June 2012  | Web Briefing                            | Online            | GL     |
| The Strategic Marketing Value Proposition: What the Business Expects from Marketing  | 20 September 2012   | Inner Circle Meeting                    | London            | EU     |
| Just Add Data: The Path to Better Marketing Results  | September 2012  | Evening Briefing & Reception            | Basking Ridge, NJ | NA     |
|  | September 2012  | Lunch Briefing                          | DC/Virginia       | NA     |
|  | September 2012  | Evening Briefing & Reception            | Santa Clara, CA   | NA     |
| Sales Enablement: Best Practices for Working with Sales  | 18 October 2012   | Roundtable                              | London            | EU     |
| <b>Premier Event!</b> <b>ITSMA's 19<sup>th</sup> Annual Marketing Conference &amp; Marketing Excellence Awards Ceremony</b>                    | 30-31 October 2012  | Conference                              | Cambridge, MA     | NA     |
| Social Media for the Long Run: A Strategy for Consistent Engagement  | 13 November 2012  | Web Briefing                            | Online            | GL     |
| Services and Solutions Marketing: Building the Organization of the Future  | 29 November 2012  | Thought Leader Seminar                  | London            | EU     |
| The Buyer Divide: How to Market to Traditional and B2B Social Buyers   | 11 December 2012  | Web Briefing                            | Online            | GL     |

Key: GL = Global, EU = Europe, NA = North America

Note: Event dates and topics subject to change.

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