

Market Research Council

Council Description

Forrester's Market Research Council is a comprehensive knowledge community for management-level market research and market intelligence professionals at B2B & B2C companies.

Membership Advantages

The Market Research Council helps members to:

- Become more knowledgeable about current market research trends and the changing tools & methodologies that will impact the future direction of market research.
- Maximize the value-to-time ratio of their Forrester relationship through a dedicated advisor to deliver quick custom answers to questions and connect with relevant Forrester and peer resources.
- Network with peer market research executives through bi-annual in-person meetings, regularly scheduled member-only conference calls, and on-demand member exchanges.

Questions Answered by the Council

The council's meetings and teleconferences help you answer questions such as:

Strategy & Influence

- How do I best communicate research & actionable recommendations to stakeholders?
- How can I evolve research from a service bureau to a strategic partner?
- What are the best means of socializing market research findings?
- How can I benchmark my budget?

Organization

- How do I synthesize research insight to form a 360° view of the customer?
- What's the optimal organizational structure for maximum influence?
- How are others building and maintaining a competitive intelligence function?
- How are other Market Research/Market Intelligence organizations funded & structured?

Future Direction of Market Research

- What fresh methodologies are others using to understand & conduct research?
- What will be the next "hot" thing in market research?
- What are new trends in market research?

FORRESTER LEADERSHIP BOARDS

Market Research Council

Deliverables

In addition to a full Forrester RoleView membership — which includes full access to the research and unlimited inquiry & teleconferences — a Market Research Council seat includes:

Member Engagements

- Two member meetings per year
- Two event tickets for Forrester Forums
- Four member conference calls per year
- Regional networking events & meetings
- Peer Insights (facilitated member-to-member exchanges)
- Exclusive member landing page on forrester.com

Service

- A dedicated relationship team, committed to your success through peer & research connections
- Preferred conference status, including a “members only” lounge

Inquiry Advantage

- A quarterly compilation of all incoming Forrester inquiries, sorted by topic area --“What questions are Forrester’s clients asking?”
- Members receive three of the ten reports – containing 500-800 inquiries apiece – each quarter
- Provides marketplace insight and serves as a communication catalyst

Data Survey Highlights

- Reader access to Forrester’s Consumer Technographics and Business Data survey highlights reports
- Hundreds of graphics and slides per year, capturing a myriad of data on both consumers and IT decision makers
- These statistics compliment and enhance existing research

For More Information

- Contact your Forrester account representative
- Contact Amy Chernov, Senior Advisor Market Research Council, at +1 617-613-6061 or achernov@forrester.com
- Visit <http://www.forrester.com/LeadershipBoards/VendorPrograms>