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Our View

Reporting from Forrester's Marketing Forum

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Quaero recently sponsored Forrester's Marketing Forum 2011. (And if any of you were able to attend our reception or visit our booth, you'll agree that the event was a particularly sweet success; Quaero treated attendees to more than 2,000 pieces of gourmet chocolate!)



As always, the Forum provided marketers with a great deal of food for thought. This year's theme was *Innovating for the Next Digital Decade*. Forrester warned that rapid innovation is creating radical shifts in the methods and media that people use to engage with your company, brand, and products, and promised to demonstrate how emerging tools can combine the targeting, customization, and measurement of online platforms with the rich, emotional brand experiences often associated with traditional 'offline' media.

One of the keynote presentations I found particularly interesting focused on the evolving role of the CMO. Forrester's founder George Colony illuminated "What CEOs Want From Their CMOs." As an interesting twist, Colony solicited input for his session through Forrester's online community prior to the event. You can read some of the contributions [here](#).

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Their View



Forrester Marketing Forum 2011 Keynotes

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I am at the Forrester's Marketing Forum in San Francisco and today's keynote presentations included two of Forrester's Principal Analysts, Chris Stutzman and Emily Riley. Their presentation was provocatively titled, *How to Succeed in a Decade of Digital Disruption: ADAPT to the CORE*, which tied to the show's theme, "Innovating Your Marketing for the Next Digital Decade."

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Your View

What do you think?

How is your organization adapting for the next digital decade?

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