

Profile Form

Company Name:			
Name:		Job Title:	
Switch:		Email:	
Direct:		Web:	
Mobile:		Address:	

Y/N My company's annual turnover is £1 billion or above
 Y/N I sit in the C-suite or report directly to the C-suite
 Y/N I control or directly influence where digital marketing budget is spent
 Y/N I control or directly influence corporate strategy at regional, divisional or group level
 Y/N I have a personal budget of £1 million or above for the investment of digital marketing solutions

About You		About Your Organisation	
Company's main activity		Name of CIO / IT Director	
Scope of your responsibility		Name of CMO / Marketing Director	
Regions of responsibility		Name of eCommerce Director	
Name and title of person to whom you report		Name of Customer Experience Director	
		Name of US counterpart	

Projects Of Interest		
Top 3 challenges you are seeking to address	Budget sign off received? Y/N	Timescales needed to achieve the projects
1.		
2.		
3.		

Solution Providers	
What was the last digital marketing investment made within your team?	
Which digital marketing solution providers are you currently working with?	
Which products/services are you investing in within the next 6-12 months?	
Which solution providers would therefore add value to your time at this meeting?	
Which agencies would you like to meet or hear from?	
What is your total annual budget for digital marketing solutions?	

Solution Provider Offerings			
	Investment Areas H = High Interest (within 12months) M= Medium interest (12 Months +)	Upcoming Project Details	
		Purchasing Responsibility D = Direct I = Influencer	Timescale ST (up to 12 months) LT (up to 24 months)

Digital Marketing Communications and Channels			
Web			
Email			
SMS/ Text Messaging			
Online Communities			
Social Registration			
Online Advertising			
Brand Strategy			
Design and Creative			
Mobile Marketing			
Email Marketing			
Viral marketing			
Affiliate Marketing			
3D Printing			
Search Engine Optimisation			
Paid search/ Pay-per-click			
Digital Content Development			
Blogging/ RSS/ News Feeds			
Online Event Management			
Online TV & Video			

Software & Technology Solutions			
Analytics Tools (Please specify: web, mobile, social, etc)			
eCommerce (Please specify type)			

Marketing Automation			
Mobile Applications			
Content Management Systems			
Digital Asset Management			
CRM (Please specify: Campaign management, lead management, lead scoring, lead nurturing, etc)			
GPS/ Marketing-to-Location			
Gamification			
Customer Experience Management			
Digital Signage			
Interactive Kiosks			
Augmented Reality			
Digital Loyalty			
Additional Information			
Please explain direct/influencer responsibility			
What one question would you like to ask at the Exchange?			