





KNOWLEDGE. VALIDATION. INSPIRATION. THE FORRESTER CIO GROUP ADVANTAGE

Membership delivers:

- **Unrivaled networking opportunities.** Your dedicated relationship team facilitates networking — including direct member interaction — using their knowledge of the members and their ability to bring them together to answer challenging questions. The team maximizes members' experience within the IT leadership community and helps solve individual and business issues around key topics such as strategy, organization, innovation, governance, compliance, and alignment.
- **Insight and vision from industry leaders.** Member peers are some of the sharpest minds in the profession. These high-level IT executives understand your concerns and can provide exceptional advice based upon first-hand experience. Members are also an invaluable resource as a sounding board for a member's own insights, honing the results to improve communications with other IT and business executives.
- **Anticipation of change and alignment of strategies.** Forrester analysts are widely recognized as thought leaders. Analysts enhance the member experience by charting the next phase of the technology industry's innovation and growth, helping members align business and technology strategies to anticipate change.
- **Knowledge of what's important to CIOs.** On a monthly basis, members receive a newsletter that includes research IT executives and peers are reading and topics and articles of interest to CIOs. Also included are announcements about upcoming Leadership Boards events and surveys.



AN EXECUTIVE KNOWLEDGE COMMUNITY

Shared experiences and fresh thinking to help IT executives, their teams, and companies succeed

Increasing project complexity, conflicting demands for resources, emerging development methodologies, technology integration, mergers and acquisitions, and changing business needs are just some of the challenges that are causing CIOs to develop innovative strategies for success.

As members of Forrester Leadership Boards CIO Group — an analyst-supported peer knowledge network — IT executives of billion-dollar-plus companies gain unparalleled insights into changing technologies and emerging industry practices. They examine key issues, evaluate new technology, and leverage the combined experience of the membership and Forrester analysts to improve decision-making and optimize the organization's success.

This community of peers works collaboratively — with guidance from a dedicated team at Forrester Research — to stimulate new thinking, compare approaches, and develop best practices. Members get answers to the toughest questions.

The collective wisdom and experience of The CIO Group membership are enhanced by Forrester's proprietary, objective analysis, research and archives, and more than 23 years of experience researching how organizations grow from technology change.

Forrester's CIO Group helps executive members win through more efficient and effective program management, learn from the experience of their IT peers, and lead their teams with expanded skills, knowledge, and innovative agendas.

"If you are a CIO and you want to fully benefit from Forrester's research, analyst accessibility, and from networking activity, the CIO Group is where you need to be. It sits on the foundation of the superior research that Forrester already provides. Forrester structured and helped launch a Relationship Management program at Key. Their analysis identified our strengths, weaknesses, and areas of opportunity. This led to a significant improvement of the perception of IT within the business."

John Hood, CIO
Key Energy

SERVING THE CIO GROUP MEMBERS THROUGH

EXCLUSIVE OFFERINGS INCLUDE:



CIO Group Member Meetings

The CIO Group meetings focus on a member-driven agenda and include both working and social gatherings to maximize networking opportunities. Meetings are held semi-annually in conjunction with Forrester's showcase conferences.



Member Teleconferences

Four times per year, The CIO Group hosts one-hour, interactive presentations that focus on members' pressing issues. Examples of recent discussions include: Marketing IT To The Business, The Economics Of IT, Taking Control Of IT Risk, and Balancing Cost, Quality, And Speed Through Strategic Sourcing Strategies.



CIO Group Best-Practice Research

Exclusive to Forrester Leadership Boards, these reports present best practices and case-study-rich research on topics selected by the members as being critical to their success as IT leaders.



Member Navigation

A dedicated Advisor Team proactively contacts member members to help them solve individual business issues around management, planning, and analysis. The Team is focused on maximizing the value of members' experience within the community.

THE CIO GROUP CALENDAR

WINTER

SPRING



Forrester Member Access.

CIO Group members receive all the benefits of a Forrester RoleView™ Member seat, including written research, unlimited analyst Inquiry, and unparalleled technology insight.

Members may add optional "reader-seat" access to Forrester Research for their direct reports.

Dedicated Advisory.

Membership comes bundled with support from a dedicated Forrester Leadership Boards Advisor. With your help, your Advisor becomes a key member of your IT team, helping navigate Forrester resources and peer members to get the answers you need to succeed.

Research.

Group membership means complete access to Forrester's expertise and pragmatic, forward-thinking advice about technology's impact on business. This is available through Forrester's exclusive research into top-of-mind IT issues.

ABOUT THE YEAR. Details Of A Comprehensive, Robust Program.



Regional Networking

In keeping with the desire to facilitate member interaction, networking, and community, The CIO Group hosts regional, after-hours presentations and discussions at convenient locations across the country throughout the year.



Ad Hoc Research Request

The dedicated Advisor team supports member requests for ad hoc research, peer review, and the collection of relevant benchmark and best-practices information.



Preferred Conference Services

In addition to the free seat at a Forrester showcase conference, The CIO Group members receive preferred conference services, including an exclusive member executive lounge available for meetings, breaks, networking, and wireless access, as well as reserved seating for keynote sessions and seminars.

SUMMER

FALL



Unlimited Inquiry.

With Inquiry, you have the opportunity to ask questions of any Forrester analyst and receive responses via phone or email. In addition, your CIO Group Advisor is ready to help execute any inquiry with Forrester analysts and/or peer members.

Expertise And Insight.

You will benefit from Forrester's more than 23 years of experience researching how technology change affects business. In addition, you gain insight into business and IT spending data from our panel of more than 3,000 executives.



Forrester Leadership Boards

Forrester Leadership Boards are an exclusive offering for select executives at companies worldwide. They deliver fact-based insight and best practices that enhance decisions around the complexities of technology change and its impact on business. Each program delivers a combination of access to senior analysts for individual research-related questions, exclusive research, best practices, and peer-to-peer knowledge sharing and networking.

For More Information

If you would like to talk directly with us about how a membership with The CIO Group could benefit you or your colleagues, please contact your account representative, visit us at www.forrester.com, email us at flb@forrester.com, or call our headquarters at one of the numbers listed.

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HELPING BUSINESS THRIVE ON TECHNOLOGY CHANGE