

MarketingWeek

FEATURES LIST 2010

****PLEASE NOTE****

Our special reports have five formats (see description below). These will be a set format each month so there will be NO SYNOPSIS posted, simply the author details, if outside contributors are required.

Innovation update - this feature always looks at the latest cutting-edge developments in a particular industry. *Suggestions of interviewees sent direct to the author are welcome.*

Marketplace - this is an invaluable guide to the must-know information about this particular market, discipline or industry. It will contain FAQs, data and practical tips. The marketplace features will build into a collectible portfolio over time. *Suggestions of interviewees sent direct to the author are welcome.*

Industry attitudes - this is a poll of our own readership, carried out in-house. We throw out questions about trends, ideas and developments in various industries to our readers. These will add up over time to a benchmarking resource for marketers. *This does not require comment.*

Peer panel - this piece takes the form of a panel discussion. The idea is that there is an established panel of experts in place who address some questions about a particular area that are important to the readers. These are all marketing directors or other senior executives. There will usually be between three and six panel respondents. *Suggestions of CLIENT-SIDE participants should be sent direct to ruth.mortimer@centaur.co.uk.*

Portfolio - this will be an annual enlarged special report that brings together several elements of the different reports into one collectible “state of the nation” for a particular sector or industry. These will tackle larger, wider subjects than the individual marketplace reports.

February 10

18 **Direct Mail** - MARKETPLACE (complete)

25 **Training** - MARKETPLACE (contact Steve Hemsley - steve.hemsley2@btinternet.com by February 13)

March 10

04 **Retail Marketing** - PEER PANEL (contact Jo Roberts with clientside marketers only, jo.roberts@centaur.co.uk by February 11)

11 **Corporate Hospitality** - ATTITUDES RESEARCH (no input needed)

18 **Direct Mail** - INNOVATION UPDATE (contact Ruth Mortimer, ruth.mortimer@centaur.co.uk by March 1)

25 **Online Market Research** - INNOVATION UPDATE (TBC)

April 10

01 **Search Marketing** - INNOVATION UPDATE (TBC)

08 **Outdoor** - PEER PANEL (contact MaryLou Costa, marylou.costa@centaur.co.uk by March 5 with clientside marketers only)

15 **Voucher Marketing** - INNOVATION UPDATE (TBC)
22 **Direct Mail** - PEER PANEL (ruth.mortimer@centaur.co.uk)
 Supplement - OPINIONS ON DESIGN (TBC)
29 **Mobile Marketing** - PEER PANEL (TBC)

May 10

06 **Design** - PEER PANEL
13 **Market Research** - INNOVATION UPDATE
20 **Direct Mail** - MARKETPLACE
27 **Training** - ATTITUDES RESEARCH

June 10

03 **Web Analytics** - ATTITUDES RESEARCH
10 **Direct Mail** - INNOVATION UPDATE
17 **Marketing Week Live!** Preview

- The In-Store Show
- The Data Marketing Show
- Online Marketing Show
- The Insight Show

Supplement - MARKET RESEARCH SHOWCASE
24 **Vouchers** - PEER PANEL
 Supplement - BRAND & RETAIL MARKETPLACE

July 10

08 **Market Research** - MARKETPLACE
15 **Field Marketing** - PORTFOLIO
22 **Direct Mail** - ATTITUDES RESEARCH
29 **PR** - PEER PANEL

August 10

05 **Retail Marketing** - MARKETPLACE
12 **Training** - PEER PANEL
19 **Direct Mail** - INNOVATION UPDATE
26 **Corporate hospitality** - MARKETPLACE

September 10

02 **Christmas-driven Marketing** - MARKETPLACE
09 **Design** - MARKETPLACE
16 **Market Research** - PEER PANEL
23 **Direct Mail** - PEER PANEL
30 **Email marketing** - ATTITUDES RESEARCH

October 10

07 **Search Marketing** - PEER PANEL
14 **Vouchers and Motivation** - ATTITUDES RESEARCH
21 **Direct Mail** - MARKETPLACE
28 **Design** - INNOVATION UPDATE

November 10

04 **Market Research** - ATTITUDES RESEARCH
11 **Retail Marketing** - PEER PANEL
18 **Direct Mail** - INNOVATION UPDATES
25 **Affiliate Marketing** - MARKETPLACE

December 10

02 **Web Analytics** - PEER PANEL
09 **Training** - INNOVATION UPDATE
16 **Direct Mail** - INNOVATION UPDATE