

# MarketingWeek

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## 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 unless otherwise stated.*

**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.

### March 10

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

### April 10

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

**08 Outdoor** - PEER PANEL (contact MaryLou Costa, marylou.costa@centaur.co.uk by March 5 2010 with clientside marketers only)

**15 Voucher Marketing** - INNOVATION UPDATE (contact Lucy Handley, lucy.handley@centaur.co.uk by April 1 2010)

**22 Direct Mail** - PEER PANEL (please contact ruth.mortimer@centaur.co.uk with any client suggestions by April 1 2010)

**Supplement** - OPINIONS ON DESIGN (TBC)

**29 Mobile Marketing** - PEER PANEL (contact MaryLou Costa, marylou.costa@centaur.co.uk by April 3 2010 with clientside marketer suggestions only)

### May 10

**06 Design** - PEER PANEL (please contact ruth.mortimer@centaur.co.uk with any client suggestions by April 8 2010)

13 **Market Research** - INNOVATION UPDATE  
20 **Direct Mail** - MARKETPLACE  
27 **Training** - ATTITUDES RESEARCH

#### June 10

03 **Web Analytics** - MARKETPLACE  
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