

# 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](mailto: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**

**18 Direct Mail** - INNOVATION UPDATE (complete)

**25 Online Market Research** - INNOVATION UPDATE (please contact Morag Cuddeford-Jones by March 8)

### **April 10**

**01 Search Marketing** - INNOVATION UPDATE (please contact Steve Hemsley, [steve.hemsley2@btinternet.com](mailto:steve.hemsley2@btinternet.com) by March 10)

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

**15 Voucher Marketing** - INNOVATION UPDATE (TBC)

**22 Direct Mail** - PEER PANEL (please contact [ruth.mortimer@centaur.co.uk](mailto:ruth.mortimer@centaur.co.uk) with any

client suggestions by April 01)

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

**29 Mobile Marketing** - PEER PANEL (TBC)

### **May 10**

**06 Design** - PEER PANEL (please contact ruth.mortimer@centaur.co.uk with any client suggestions by April 08)

**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**