

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 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.

June 10

17 Marketing Week Live! Preview

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

Supplement - MARKET RESEARCH SHOWCASE

24 Supplement - DIGITAL STRATEGY (COMPLETE - please contact Michael.Nutley@centaur.co.uk for more details on future supplements)

Supplement - BRAND & RETAIL MARKETPLACE

July 10

- 01 Design** - INNOVATION UPDATE (COMPLETE)
- 08 Market Research** - MARKETPLACE (COMPLETE)
- 15 Field Marketing** - MARKETPLACE (COMPLETE)
- 22 Direct Marketing** - ATTITUDES RESEARCH (no outside input currently needed)
- 29 PR** - MARKETPLACE Please contact maeve.hosea@googlemail.com

August 10

- 05 Retail Marketing** - MARKETPLACE Please contact marylouiseclaws@gmail.com
- 12 Training** - PEER PANEL Contact lucy.handley@centaur.co.uk with any suggestions of clientside (brand) marketers to contribute to this feature
- 19 Direct Marketing** - INNOVATION UPDATE Please contact oliviasolon@gmail.com
- 26 Corporate Hospitality** - MARKETPLACE From July 26th please contact lou.cooper@centaur.co.uk

September 10

- 02 Christmas-driven Marketing** - MARKETPLACE
- 09 Design** - MARKETPLACE
- 16 Supplement** - DIGITAL STRATEGY (please contact Michael.Nutley@centaur.co.uk for more details)
- 23 Market Research** - PEER PANEL
- 30 Direct Marketing (with special focus on mail, including paper, eco-printing and envelopes)** - INNOVATION UPDATE

October 10

- 07 Point of purchase** - PEER PANEL
- 14 Vouchers and Incentives** - ATTITUDES RESEARCH
- 21 Sales Promotion** - MARKETPLACE
- 28 Field Marketing** - INNOVATION UPDATE

November 10

- 04 Market Research** - ATTITUDES RESEARCH
- 11 Retail Marketing** - PEER PANEL
- 18 Direct Marketing** - MARKETPLACE
- 25 Supplement** - DIGITAL STRATEGY (please contact Michael.Nutley@centaur.co.uk for more details)

December 10

- 02 Design and Redesign** - ATTITUDES RESEARCH
- 09 Training** - INNOVATION UPDATE
- 16 Direct Marketing** - INNOVATION UPDATE