

# 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.

### **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](mailto: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 (COMPLETE)
- 29 PR** - MARKETPLACE (COMPLETE)

## **August 10**

- 05 Retail Marketing** - MARKETPLACE (COMPLETE)
- 12 Training** - PEER PANEL (COMPLETE)
- 19 Direct Marketing** - INNOVATION UPDATE (COMPLETE)
- 26 Corporate Hospitality** - MARKETPLACE Please contact [lou.cooper@centaur.co.uk](mailto:lou.cooper@centaur.co.uk)

## **September 10**

- 02 Christmas-driven Marketing** MARKETPLACE (with a focus on corporate gifts and staff incentives) - From August 9th please contact [michael.barnett@centaur.co.uk](mailto:michael.barnett@centaur.co.uk)
- 09 Design** - MARKETPLACE Please contact [maeve.hosea@gmail.com](mailto:maeve.hosea@gmail.com)
- 16 Supplement** - DIGITAL STRATEGY (Please contact [Michael.Nutley@centaur.co.uk](mailto:Michael.Nutley@centaur.co.uk) for more details)
- 23 Market Research** - PEER PANEL Please contact [marylou.costa@centaur.co.uk](mailto:marylou.costa@centaur.co.uk) with suggestions of brand marketers to take part in this Q&A feature.
- 30 Direct Marketing (with a focus on mail, including paper, eco-printing and envelopes)** - INNOVATION UPDATE Please contact Morag Cuddeford Jones at [cuddefordm@yahoo.co.uk](mailto:cuddefordm@yahoo.co.uk)

## **October 10**

- 07 Point of purchase** - PEER PANEL Please contact [lou.cooper@centaur.co.uk](mailto:lou.cooper@centaur.co.uk) with any suggestions of retail marketers to take part in this Q&A feature.
- 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](mailto: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