



2006

CMO Council Annual Report





Membership up by more than **50%** to nearly **3,000** worldwide
Diversified across all industry sectors; expanded advisory board for '07
Senior marketers in more than **52** countries, active in the Council
Web site traffic increased - **15,000** unique visitors/ month
6,000 plus reports and survey documents downloaded

HIGHLIGHTS



NEW Asia Pacific advisory board and added over

100 regional members

3 CMO Summits in San Francisco, Tokyo and London

65 Euro marketers at a World Cup creative session in Germany

7 new research initiatives & produced

10 reports for syndication





2006 Programs & Sponsors

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Marketing Barometer
PULSE, PACE & PLANS
FOR '07

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The Customer is Still King

Select & Connect
Strategies for Targeted Engagement and Measurement

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Just Trust Us

SECURE THE TRUST OF YOUR Brand

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In Step With Mobile Mindsets

Mobile Mindset

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CMO COUNCIL

The CMO: An Endangered Species?

Define & Align the CMO
Being a Measure of the Chief Marketing Officer

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AN ONLINE CERTIFICATE PROGRAM FOR MASTERING MARKETING PERFORMANCE MEASUREMENT

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Targeting with Texting
The Value of Just in Time Mobile Messaging

Clickatell

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BPM

Market Vigilance, Product Diligence

POWERING PRODUCT MARKETING EFFECTIVENESS

A BPM Forum Report

VISTAAR CMO COUNCIL

CALIBRATE HOW YOU RESONATE

**August 2 • Silicon Valley
August 8 • New York**

CMO COUNCIL

The CMO Council and Yahoo!
Joining you to join us at the presentation of the Yahoo! Big Idea Chair Award.

2006 SUMMIT

COME CELEBRATE CREATIVE EXCELLENCE IN CUSTOMER ENGAGEMENT

YAHOO! BIG IDEA CHAIR

CMO COUNCIL

2006 Programs & Sponsors



Brand Sponsors in 2006

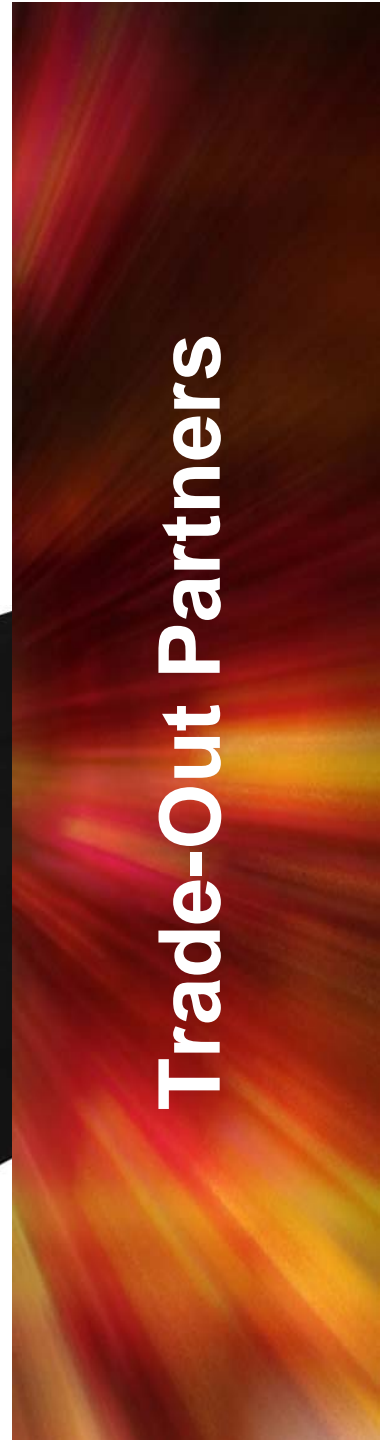
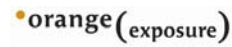




Brand Sponsors in 2006



2006 Trade-Out Partners



Trade-Out Partners



Cooperative Campaign



Milestone Public Education Campaign with National Crime Prevention Coalition



TAKE A BITE OUT OF

CYBER

CRIME

www.bytecrime.org

Coalition of member sponsors

McAfee

VeriSign
The Internet Trust Company



comcast



Milestone Public Education Campaign with National Crime Prevention Coalition



- Over 30 million media exposures in first three months; thousands of visits to www.bytecrime.org
- McGruff at NASDAQ, Digital Life Show, network television studios and on digital billboards in Times Square, NY



TAKE A BITE OUT OF

CYBER

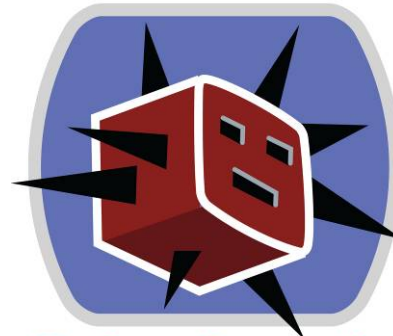
CRIME

www.bytecrime.org

Milestone Public
Education Campaign
with National Crime
Prevention Coalition



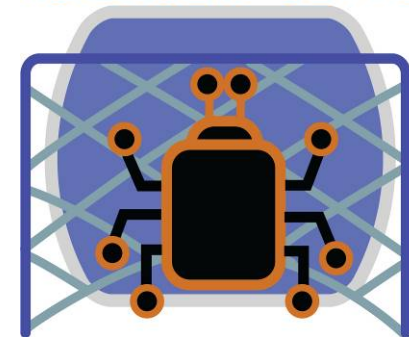
JUNIOR



CyberGuards

GUARD YOUR

Home Net





New Programs Planned for 2007



CLOSE: Coalition to Leverage & Optimize
Sales Effectiveness

Get a Fix on Marketing Analytics
Improving Campaign Impact & Outcome

Groove with Those on the Move
Mining the Mobile Community Mindset

Customer Advocacy & Affinity Index
Gauging Attachment & Purchase Intention





Correct How You Connect Online

Campaign Testing, Targeting, Timing & Tracking

Define the Need Before You Bleed

Early Stage Marketing Dynamics & Disciplines

Operation Renovation & Innovation

Evaluating Internal Assets, Agencies, & ASPs

Product Ingenuity from Closer Community

Best Processes & Practices in Customer Co-Innovation

Mastering MPM Certification Roll-Out

Secure the Trust – Round Two

CMO
COUNCIL™

