

DMA Community Regional Roundtables



Looking for brand impact? TAKE a look - *AROUND*.

DMA Regional Roundtables leverage the power of real-time, peer-to-peer collaboration by bringing marketers together to share best practices, practical ideas, and solutions to the issues we all face.



Three Ways to Gain Bigger Brand Impact

- **Sponsor** – Demonstrate your brand leadership with a Roundtable sponsorship. Earn recognition as a brand leader and optimize exposure for your brand as a Roundtable sponsor. You'll help lead program development and your logo will appear on all marketing materials.
- **Host** – Showcase your own local resources and talent by hosting a Roundtable in your facility.
- **Speak** – Enhance your thought leadership position – and share your brand story as a speaker or panel participant.



2017 Regional Roundtable Schedule*

- **February** San Francisco
- **April** Philadelphia
- **May** Boston
- **June** Chicago
- **September** Denver
- **November** New York

* Schedule subject to change



**DMA Regional Roundtables.
Come. Have a Look Around.**



theDMA.org

Interested in sponsorship, hosting or speaking?
Please contact:

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Beyond leadership. A circle of peers.

How do you connect with a group of marketers to create awesome opportunities for all?

A DMA Communities Roundtable Case Study

Sponsored by:

baesman:

Hosted by:

Highlights
for Children



Participation from Leading global and local brands

Alliant®



The Columbus Dispatch
dispatch.com



When brands connect, great things happen.

Just ask leading marketing and insights firm, Baesman. In June, 2015, Baesman sponsored a DMA Regional Roundtable, hosted by DMA Member – Highlights, in Columbus, Ohio. With 50 marketers attending, representing a wide range of industries (from Nationwide Insurance to Stanley Steemer and more), Baesman was able to share their brand story in a compelling, collaborative way. The day included:

- **Welcome and Introductions**
Jeff Sopko, President, Insights & Marketing, Baesman Group
- **Keynote: How the Columbus Blue Jackets Use Data to Win the Game**
Marc Gregory, VP, Digital Marketing & Media, Columbus Blue Jackets (NHL)
- **A Clean Sweep: A Case Study featuring Stanley Steemer**
Chelsea Penzone, Marketing Manager, Stanley Steemer

THEY SAID WHAT?



“Brainstorming and relating to fellow marketers on an actual level is very important because I can directly apply it back to my job and help with day-to-day functions.”

Jeff Eldersveld | Director, CRM and Analytics - Columbus Blue Jackets



“One of the best events I’ve attended recently. Everyone walked away with ideas, insights and new connections that can help them grow their businesses.”

Jim Thompson | Co-founder & President Lift Engagement Strategies, LLC

High marks from participants

In satisfaction surveys, attendees ranked the day highly:

KEYNOTE
92%

DISCUSSIONS
83%

CASE STUDY
92%

NETWORKING
100%

High praise from the sponsor

“Partnering with DMA on the first localized community event was well worth it. As marketers, we are driven by solving current challenges, sharing the next great idea or talking through proven solutions. There is no better way to do this than bring people together in a highly collaborative, local event.”

Jeff Sopko | President Baesman Insights & Marketing
Baesman: Smart Marketing, Beautiful Results

