DAA Seattle Symposium 2017

Marilee Yorchak, CAE
DAA Executive Director
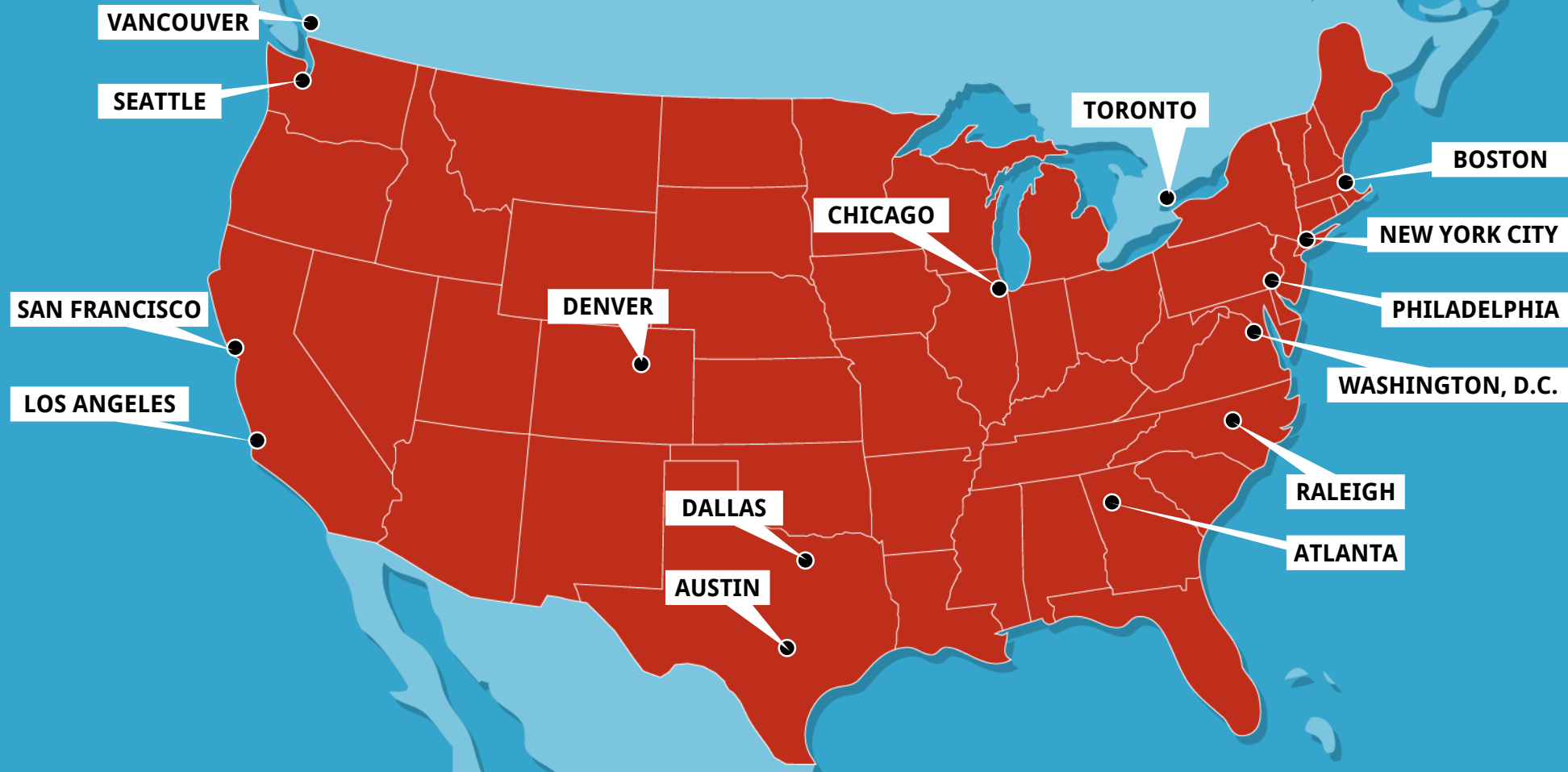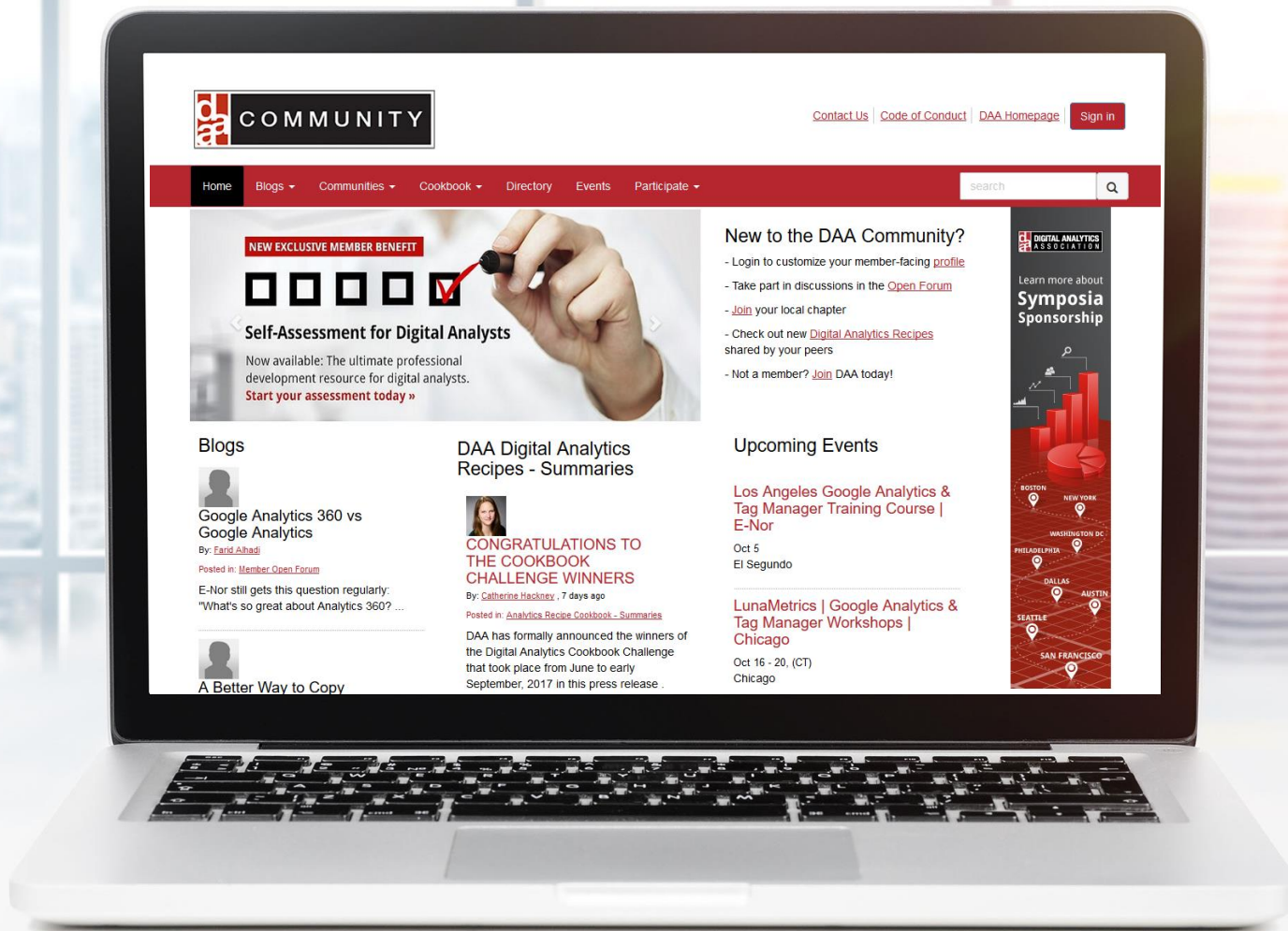
DAA Mission

Advancing the use of data to understand & improve the digital world through professional development and community

15 Local Chapters and Counting. 60+ Symposia held since 2010

VANCOUVER

SEATTLE

TORONTO

BOSTON

CHICAGO

NEW YORK CITY

SAN FRANCISCO

DENVER

PHILADELPHIA

LOS ANGELES

WASHINGTON, D.C.

DALLAS

RALEIGH

AUSTIN

ATLANTA

DIGITAL ANALYTICS ASSOCIATION

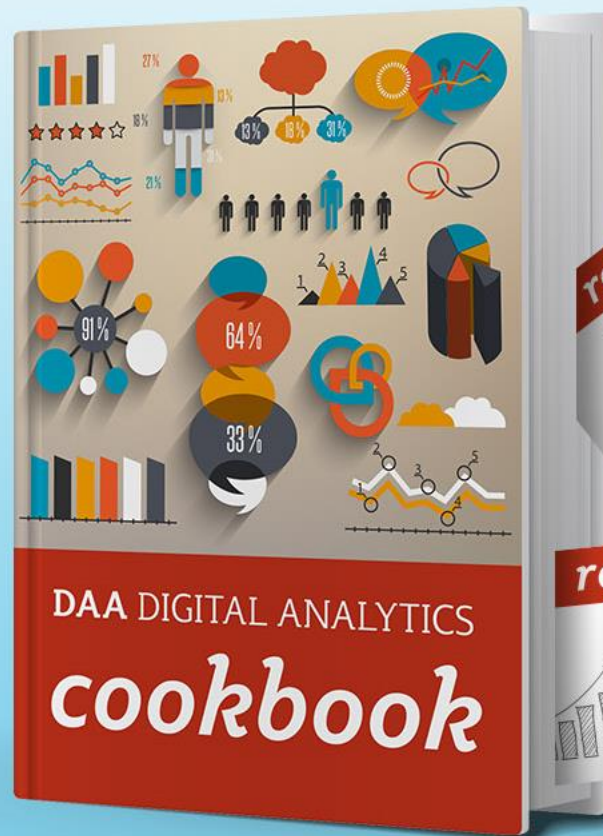# 4,000 Members: Corporate Members, Individual Members, & Academic Members

- Digital Analytics Cookbook

- Blog

- Member Open Forum

- Special Communities:

  - Women in Analytics

  - Chapters

  - Media SIG

- Directory

Digital Analytics Cookbook

Digital Analytics Recipes

Use the DAA Digital Analytics Recipes to see what types of analyses you can be doing at your organization. Take advantage of the experience of the best and brightest minds in DAA. You can also contribute your own favorite analyses to help the community and build your personal brand
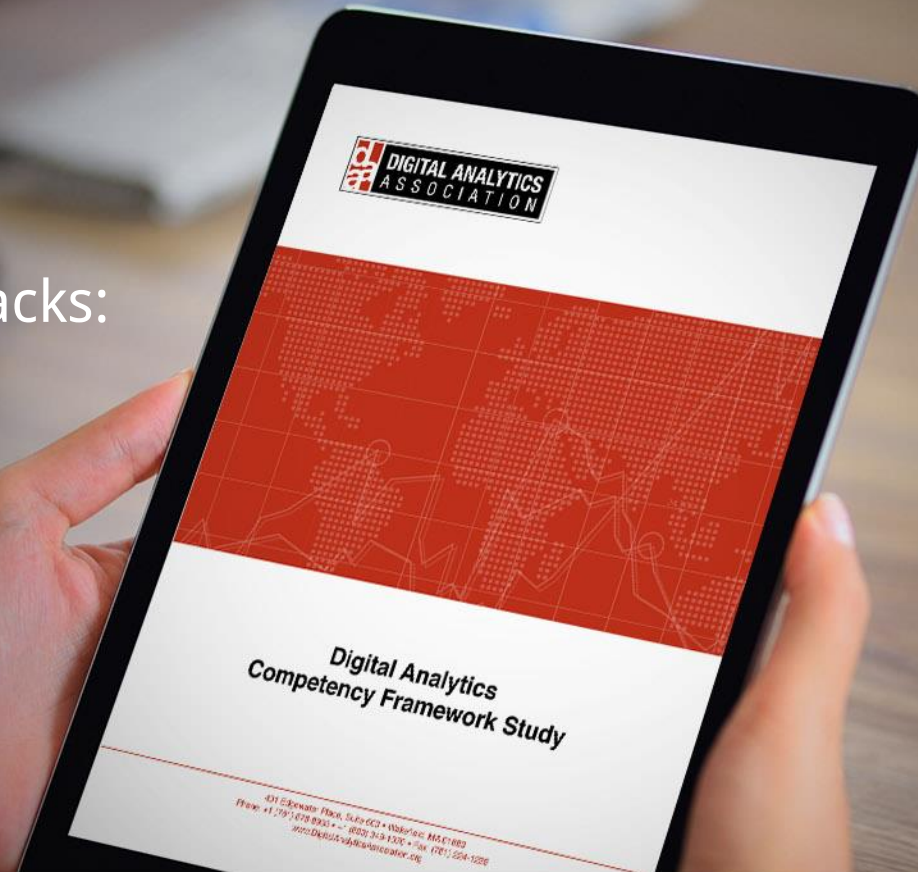
The Digital Analyst Competency Framework

Defines necessary job tasks, skills, & knowledge

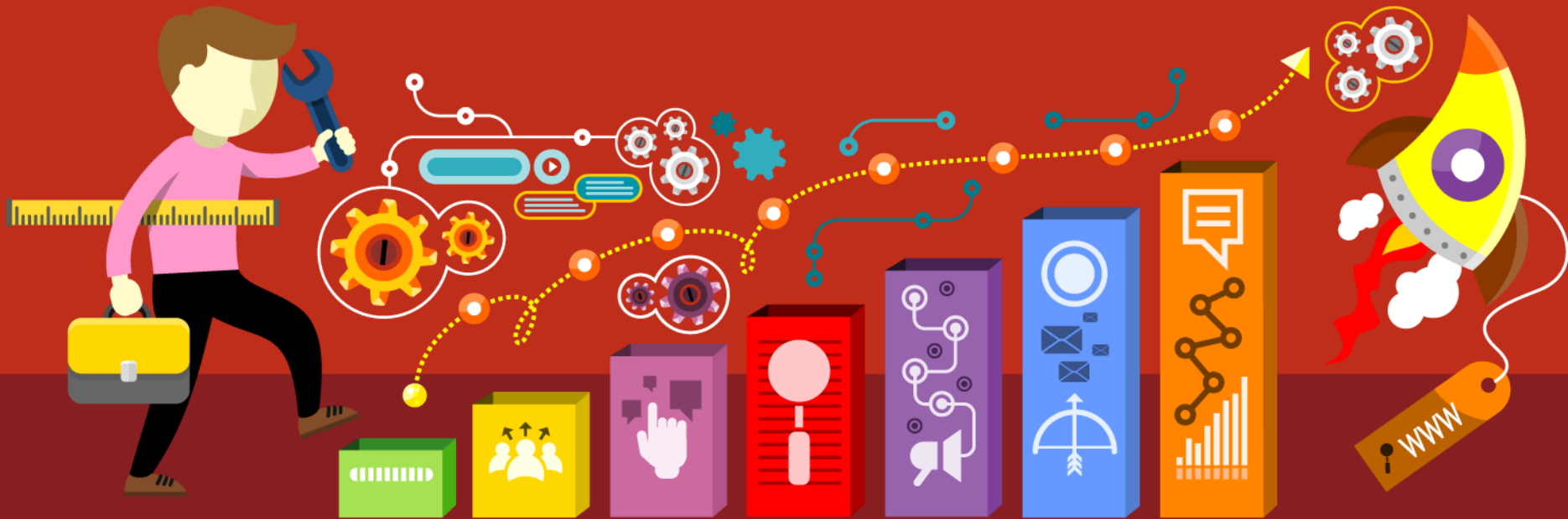Spans experience levels: Entry, Mid, Senior

Across two professional tracks: Analytical and Technical

Self-Assessment

15 minute online tool, based on Competency Framework

- Rate abilities to perform job tasks
- Compare your skills to others in profession
- Discover skills needed to be effective in your job role
- Identify available resources

Digital Analyst Job Descriptions

- 15 job descriptions from entry level to executive

- Illustrates career mobility and career paths

- Address the substantial changes that have occurred in the profession in the past decade

DIGITAL ANALYTICS ASSOCIATION

CWA Certification Program

- Over 275 Certified Web Analysts

- New in 2017:
  - Lower Application fees: $449 members/$649 nonmembers
  - Longer Maintenance/renewal cycle: 3 years
  - More flexible PDU options
  - Internet-based exam you can take anytime from any computer.

CAREER CENTER

- Job seekers receive free resume critique and new resources including interviewing tips and access to career coaches

- New resume bank gives employers the ability to search by niche digital analytics skills

- Badging for DAA Members & CWAs in resume bank, and given preferential listing

- DAA Members receive 20% off all job posts. DAA Corporate & University members receive free basic job posts

DAA Education Portal

- On-Demand Webinars

- Cookbook Recipe Webinars

- Thought Leader Conversations

- Symposia Videos/Slides

Free to all members!

Online Education

100% online courses:

- Introduction to Web Analytics

- Web Analytics for Site Optimization

- Measuring Marketing Campaigns Online

- Creating and Managing the Analytical Business Culture

EN
ENGLISH

ES
SPANISH

DE
GERMAN

UBC CONTINUING STUDIES

DIGITAL ANALYTICS ASSOCIATION

On-Site Training

- Fundamentals of Digital Analytics

- Applying Digital Analytics

- Storytelling

- Visualization

- Presentation Skills

- Building and Developing an Analytics Team

- Google Analytics

- Tableau

In your office for up to 25 people

DAA Industry Research

- 2016 Compensation Report
  - Data on the average salary, total compensation and benefits offered for 16-digital analytics professional positions

- 2017 Benchmarking Report
  - Designed to better understand the environments, challenges, and new initiatives for analytics.

Opportunities to Volunteer

- Chapter leadership and teams
- Join Task Forces
- Write or review Cookbook recipes
- Answer posts in Open Forum

…And much more!

Enhance your professional profile by volunteering!

Discounts to Industry Events

- eMetrics Summits (Marketing Analytics World)

- Predictive Analytics World

- Adobe Summit

- Measure Camp

- Conversion Conference

- DA Hub

- …and more!

- Entirely new awards program
    - New categories
    - New location
    - New process

✓ **Nominations Open Now! Submissions due January 12, 2018**

✓ **Save the Date June 5, 2018 in Las Vegas**

Quanties

The Digital Analytics Association
Awards for Excellence

DIGITAL ANALYTICS ASSOCIATION

What's to Come for the rest of 2017

- Quanties (Awards of Achievement)
  - Submissions due January 12; Gala June 5 in Las Vegas
- Short Course Certificates: Ten new options
- Mentoring program through Women in Analytics initiative
- More frequent chapter events

What are you waiting for? Join DAA to…

Be Part of your Industry's Association

Enhance Your Company

Enhance Your Career