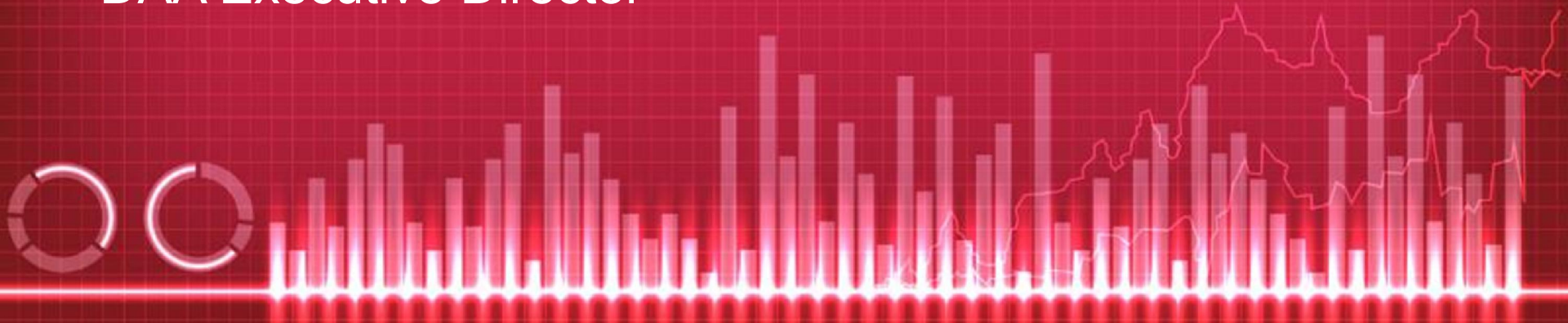




DAA Dallas 2017 Symposium

Marilee Yorchak, CAE
DAA Executive Director



DAA Mission



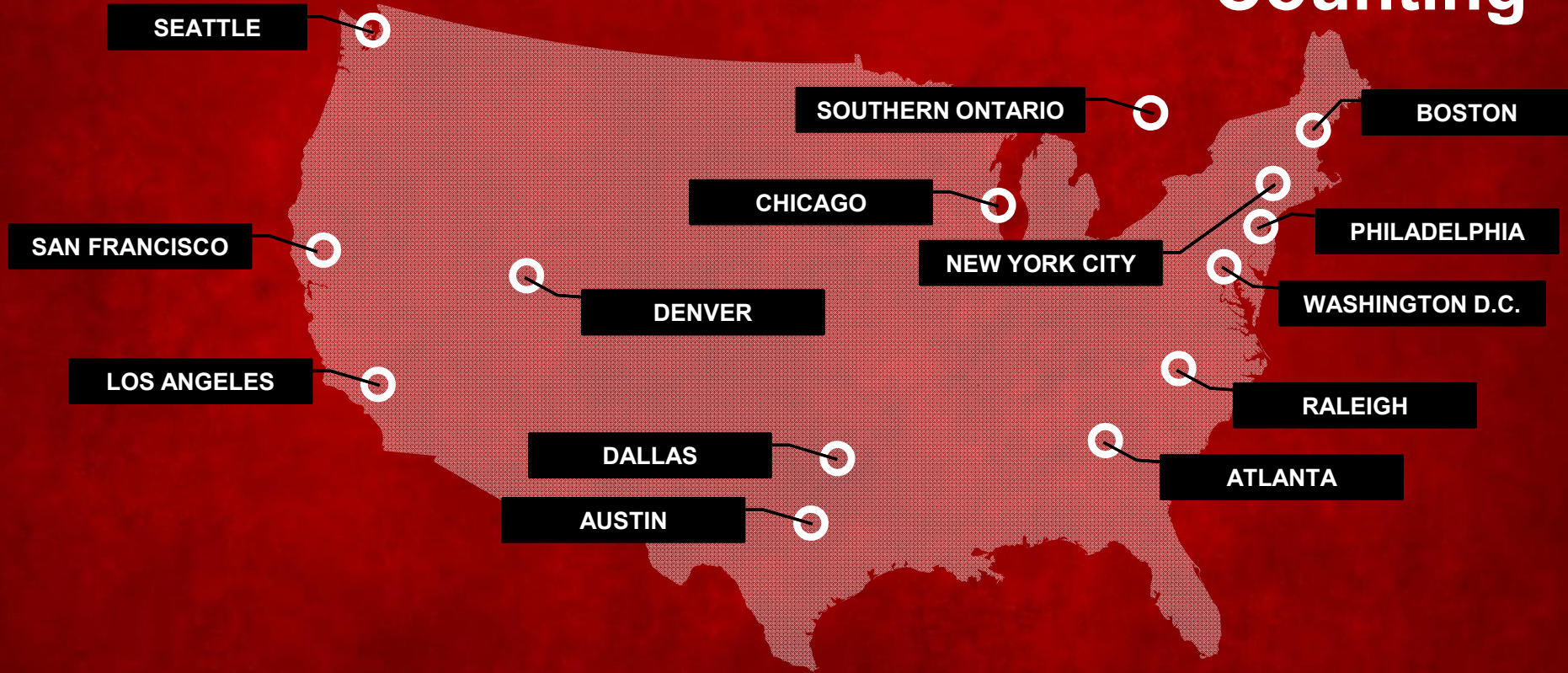
Advancing the use of data to understand & improve the digital world through professional development and community.



4,000 Members: Corporate Members, Individual Members, & Academics

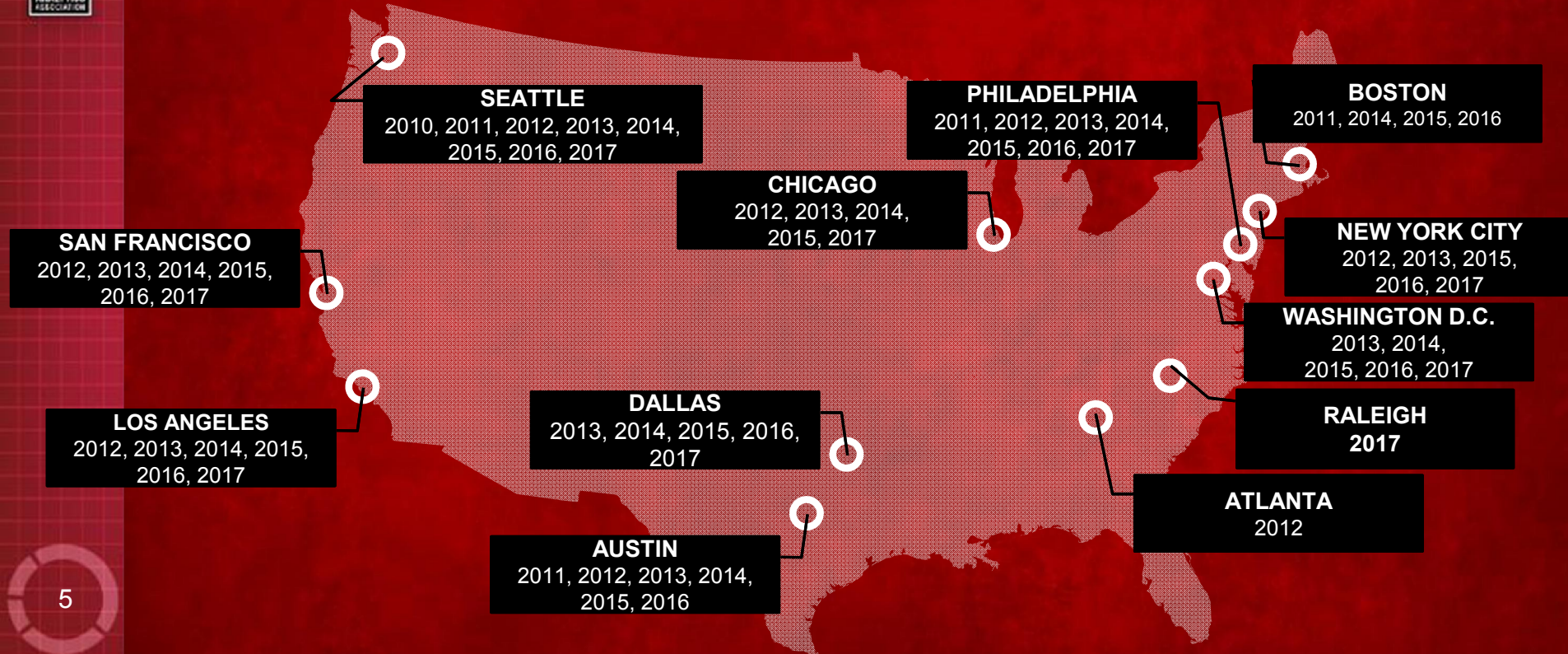


14 Local Chapters and Counting



60 Symposia held since 2010

8 Symposiums to be held in 2017





Blog

Member Open Forum

Special Communities, including
Women in Analytics, Chapters and
Media SIG

Digital Analytics Cookbook

Digital Analytics Cookbook

NEW EXCLUSIVE BENEFIT

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

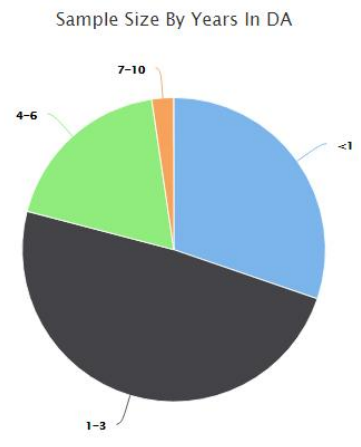


Self-Assessment



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



Assessment results are private and will not be shared with your organization.

Digital Analyst Job Descriptions

- Find the best job seekers for your open positions
- 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

2016 Compensation Report

Just Released March 2017

- Study examined the income of digital analysts (*members and non*) across 16 analytics positions.
- Incorporates income factors such as location, company size, age education level, years of experience
- Includes findings related to impact of gender on careers in digital analytics

CWA Certification Program

- 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.
- Over 250 Certified Web Analysts

Webinars & Thought Leader Conversations



Members-Only
Webinars

Watch One Now! →



THOUGHT LEADER
CONVERSATIONS

Video Library

100+ Symposium
videos are available
to members



Online Education

DAA Award of Achievement in Digital Analytics

100% online courses:

1. Introduction to Web Analytics
2. Web Analytics for Site Optimization
3. Measuring Marketing Campaigns Online
4. Creating and Managing the Analytical Business Culture

Significant discount for members!



**CONTINUING
STUDIES**

**English
German
Spanish**

On-Site Training

Fundamentals of Digital Analytics

Applying Digital Analytics

Storytelling

Visualization

Presentation Skills

**In your office
for up to 25 people**

More of What's Coming in 2017

- An enhanced and more robust Career Center
- "Live" events with Women in Analytics
Guest speaker June 13
- Participation in Slack, with a #DAA Channel
- New website just launched in April
- Certificates for "short-study" content
- More frequent chapter events
- Investigating chapter in Vancouver, B.C.

**Tell us what you
need!**

Discounts to Industry Events

- eMetrics Summits
- Predictive Analytics World
- Adobe Summit
- Conversion Conference
- DA Hub
- MeasureCamp



The banner features the eMetrics Summit logo on the left, which includes a blue square icon with a white 'e' and the text 'eMetrics SUMMIT'. Below the logo, it states 'OFFICIAL CONFERENCE OF' followed by the Digital Analytics Association logo and the text 'DIGITAL ANALYTICS ASSOCIATION'. To the right of this, it says '10% OFF WITH CODE DAA10'. At the bottom left is a 'LEARN MORE' button. On the right side of the banner, there is a vertical list of cities in colored boxes: BERLIN (blue), CHICAGO (orange), LONDON (purple), MILAN (green), NEW YORK (red), and SAN FRANCISCO (teal).

eMetricsTM
SUMMIT

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What are you waiting for? Join DAA to...

Be Part of your
Industry's Association

Enhance
Your Company

Enhance
Your Career

