San Francisco DAA Symposium 2018
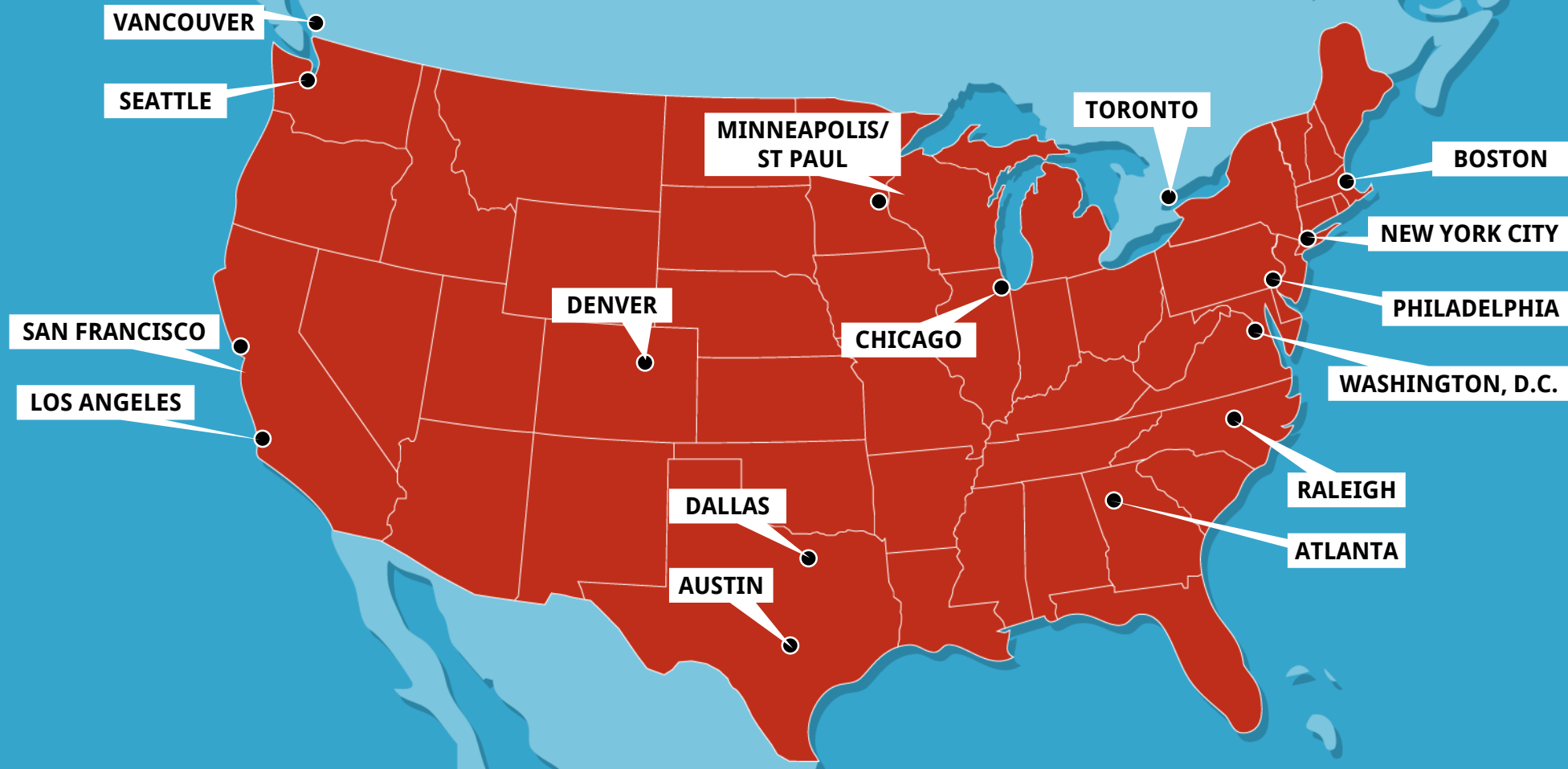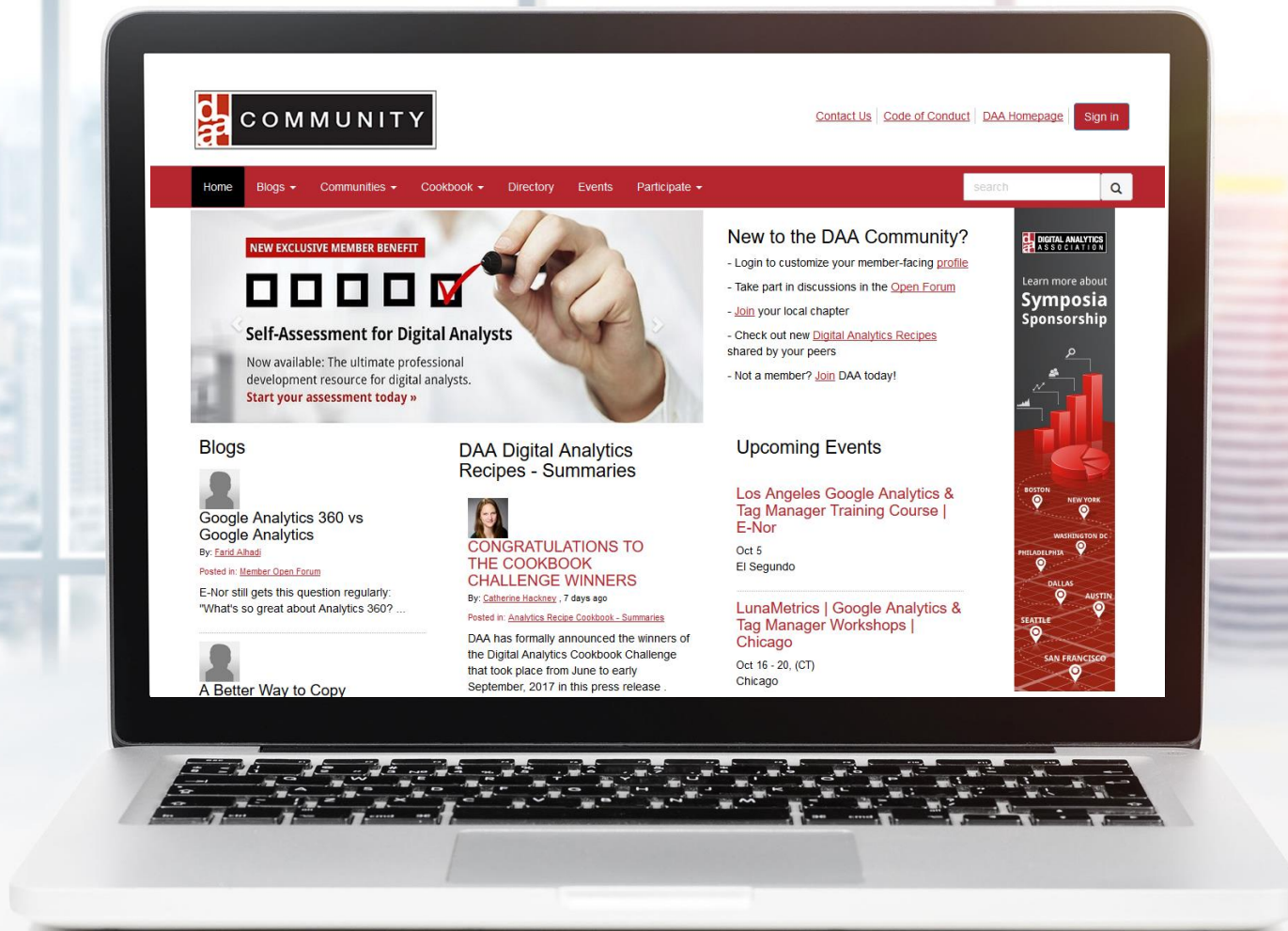
DAA Mission

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

MINNEAPOLIS/ ST PAUL

TORONTO

BOSTON

NEW YORK CITY

PHILADELPHIA

DENVER

SAN FRANCISCO

CHICAGO

WASHINGTON, D.C.

LOS ANGELES

RALEIGH

DALLAS

ATLANTA

AUSTIN

DIGITAL ANALYTICS ASSOCIATION

3

4,800+ Members: Corporate Members, Individual Members, & Academics

- Digital Analytics Cookbook
- Blog
- Member Open Forum
- Special Communities:
    - Women in Analytics
    - Chapters
    - Media SIG
- Directory

Short Course Certificates

Available Now
A/B Testing & Optimization
Multivariate Testing
Lead Scoring

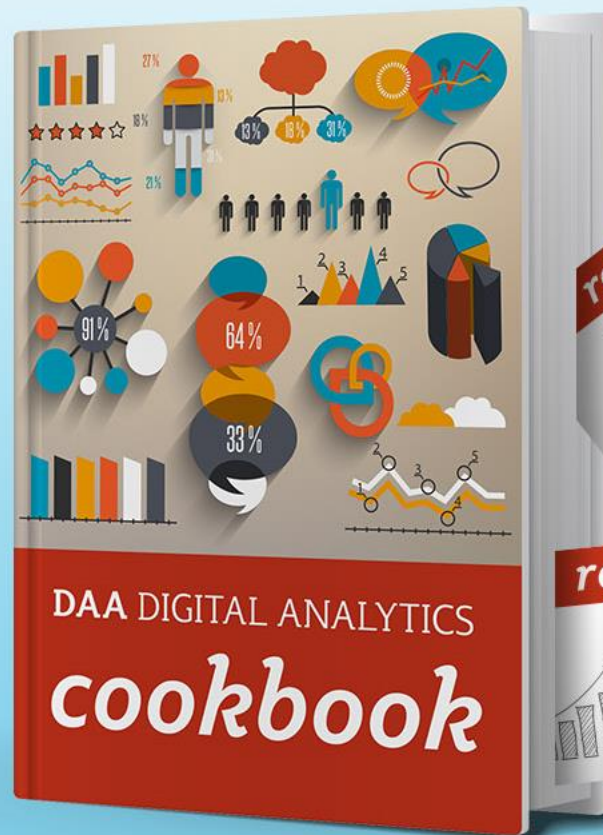**Coming Soon**
Segmentation
SEO Analysis

Series of 5 courses being launched throughout 2018. Stay tuned for more course announcements soon!

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
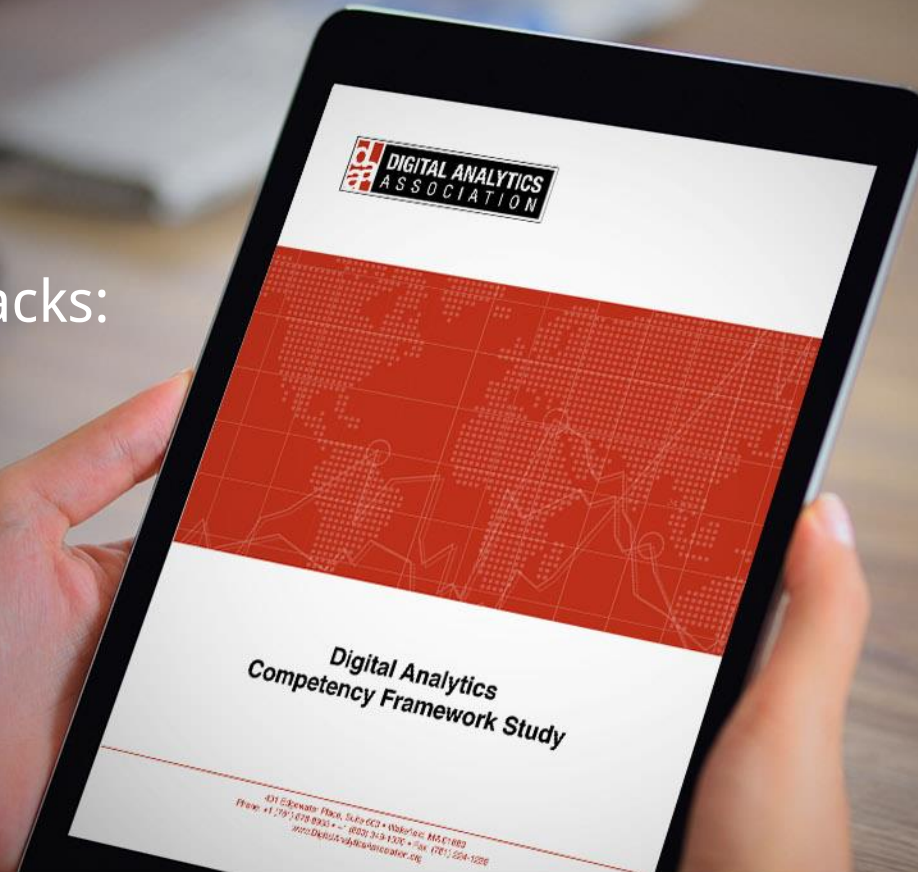
The Digital Analyst Competency Framework

Defines necessary job tasks, skills, & knowledge

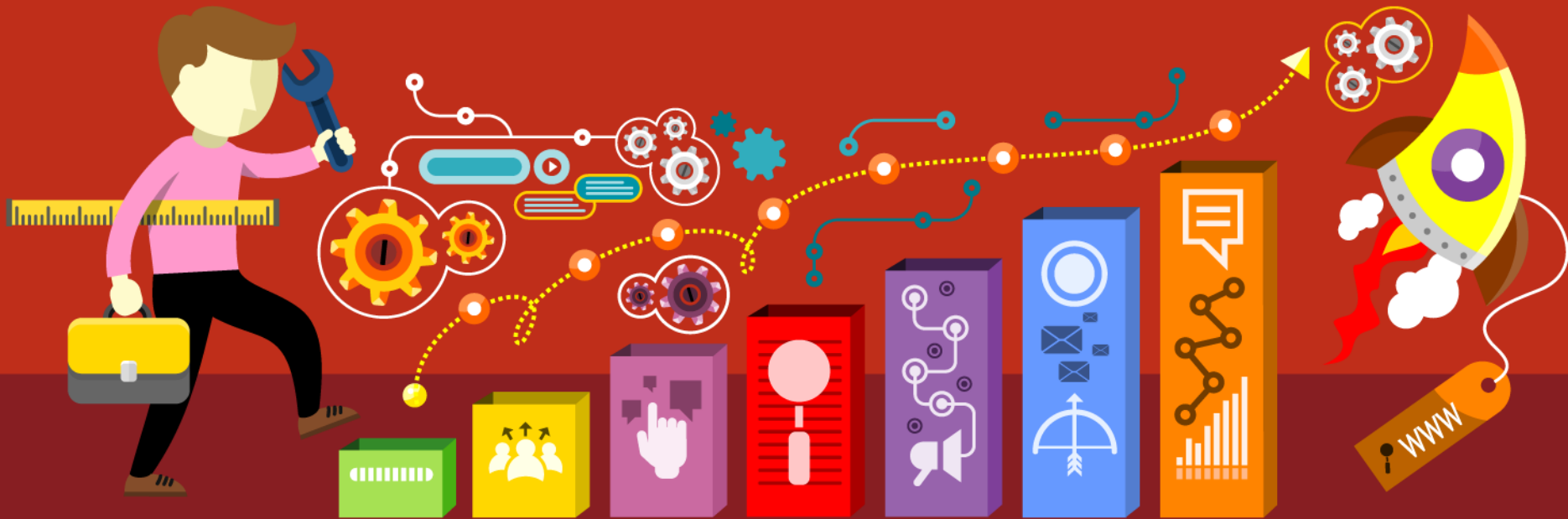Spans experience levels: Entry, Mid, Senior

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 ANALYTICS ASSOCIATION

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 300 Certified Web Analysts

- Application fees:
  - $449 members/$649 nonmembers
  - Corporate members receive **4, 8, or 12 FREE seats** per term

- Internet-based exam you can take anytime from any computer.

- Flexible PDU options

- 3-year Maintenance/renewal

CAREER CENTER

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

- Rresume 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

DIGITAL ANALYTICS ASSOCIATION

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 SAUDER
SCHOOL OF BUSINESS
Continuing Business 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

DIGITAL ANALYTICS ASSOCIATION

Recent DAA Industry Research

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

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

DIGITAL ANALYTICS ASSOCIATION

Opportunities to Volunteer

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

…And much more!

Enhance your professional profile by volunteering!

Discounts to DAA Symposia Series PLUS Industry Events

- Marketing Evolution Experience

  (formerly eMetrics Summit)

- Adobe Summit

- Measure Camp

- Conversion Conference

- DA Hub

- …and more!

DIGITAL ANALYTICS ASSOCIATION

Entirely New Awards Program Launched in 2018

- New categories
- New location
- New process

Entries due in the Spring 2019; awards party in early Fall!

Quanties
The Digital Analytics Association
Awards for Excellence

DIGITAL ANALYTICS ASSOCIATION

Our First International Affiliate

- **Leaders:**
  - Timm Peters, CEO of Digital Motion
  - Matthias Bettag, Co-Chair of the Digital Analytics Hub Conference
  - Karsten Wesch, Digital Analytics Consultant

2018 Highlights for DAA….

- Quanties (Awards of Achievement)
- Short Course Certificates:
  - Five courses launching this year; five more next year
- Expanded Mentoring program through Women in Analytics initiative
- More frequent chapter events
- Additional Essentials Workshops at DA Hub

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

Be Part of your Industry's Association

Enhance Your Company

Enhance Your Career

Thank You to Our San Francisco Planning Team

- Charles Davis, Blast Analytics & Marketing (Chapter Leader)

- Judy Lee, Golden Gate University

- David McBride, IBM

- Prolet Miteva, Autodesk (Chapter Leader)

- Tracy Rabold, E-Nor

- Krista Seiden, Google (Chapter Leader)

DIGITAL ANALYTICS ASSOCIATION