



# Washington D.C. DAA Symposium 2018

Amy Sample  
DAA President

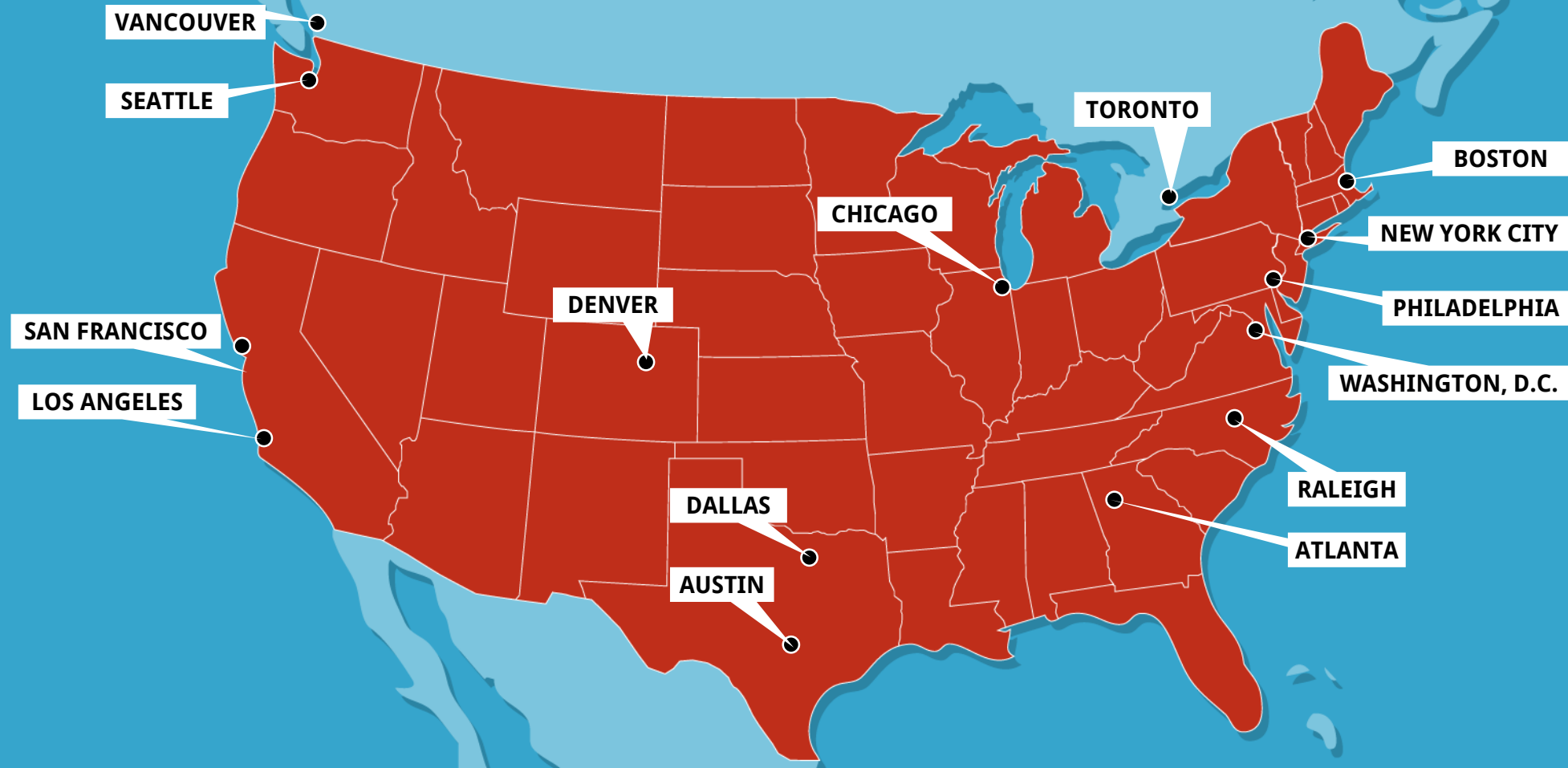




# DAA Mission

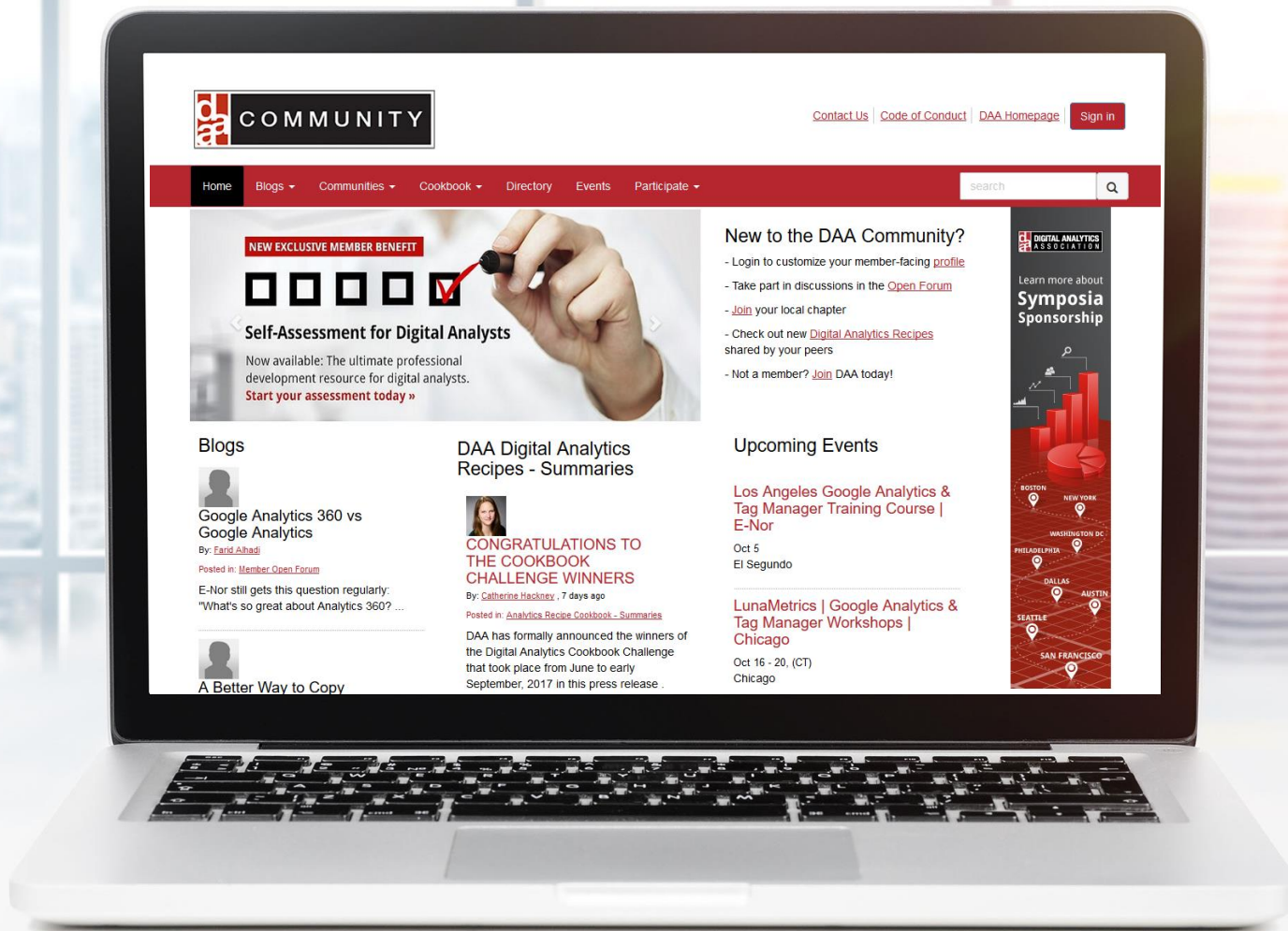
Advancing the use of data to understand & improve the digital world through professional development and community

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



# 4,750+ Members: Corporate Members, Individual Members, & Academics





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



# Women IN Analytics

MENTORING  
PROGRAM





## Short Course Certificates



### Available Now

A/B Testing & Optimization  
Multivariate Testing

### Coming Soon

Lead Scoring  
Segmentation  
SEO Analysis

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

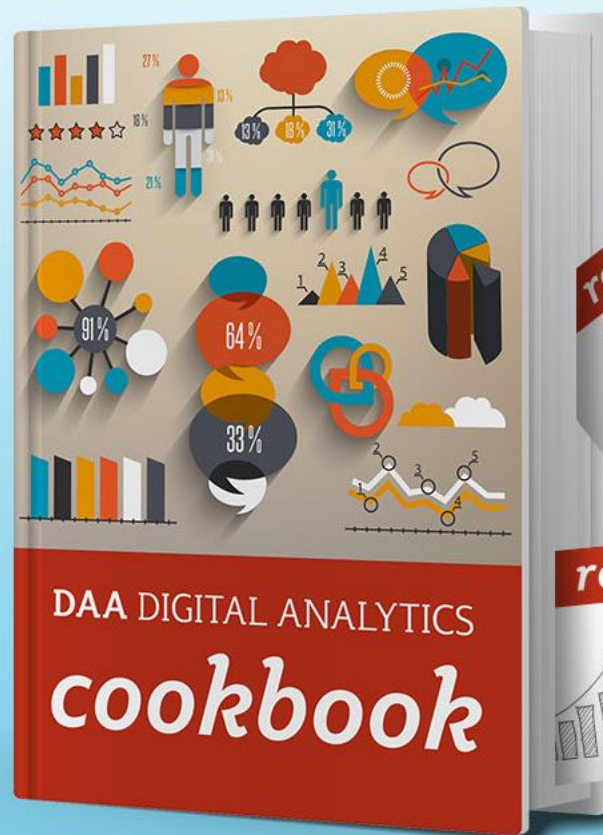


# Digital Analytics Cookbook

EXCLUSIVE MEMBER 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



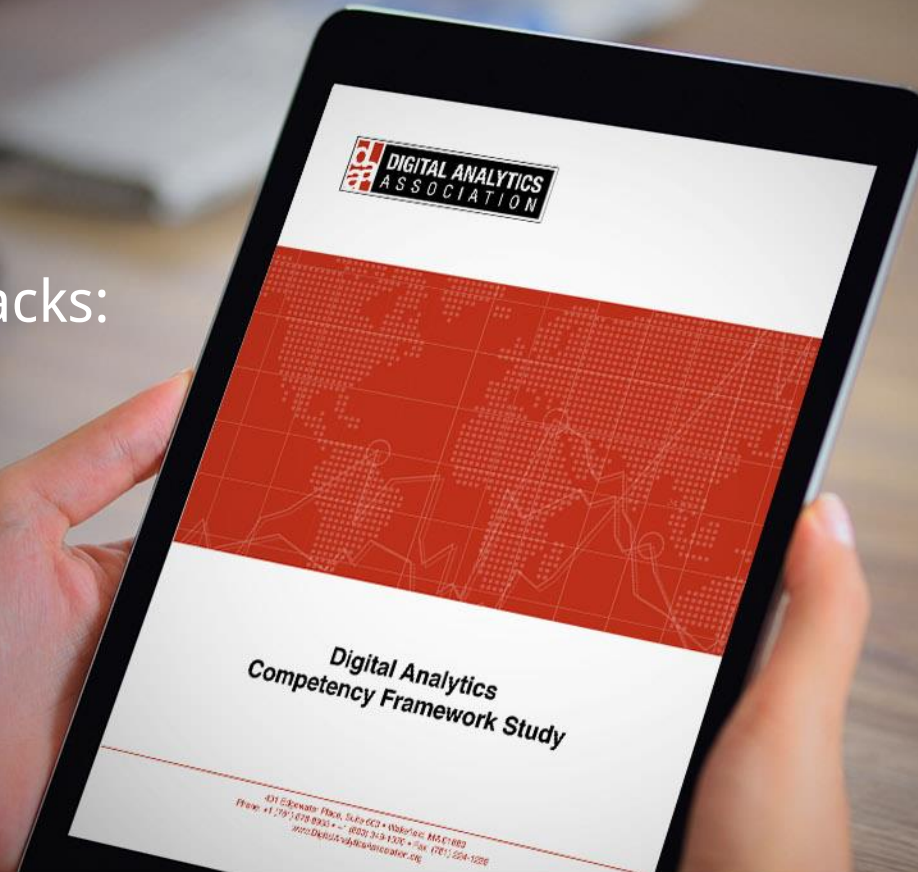


# The Digital Analyst Competency Framework

Defines necessary job tasks,  
skills, & knowledge

Spans experience levels:  
Entry, Mid, Senior

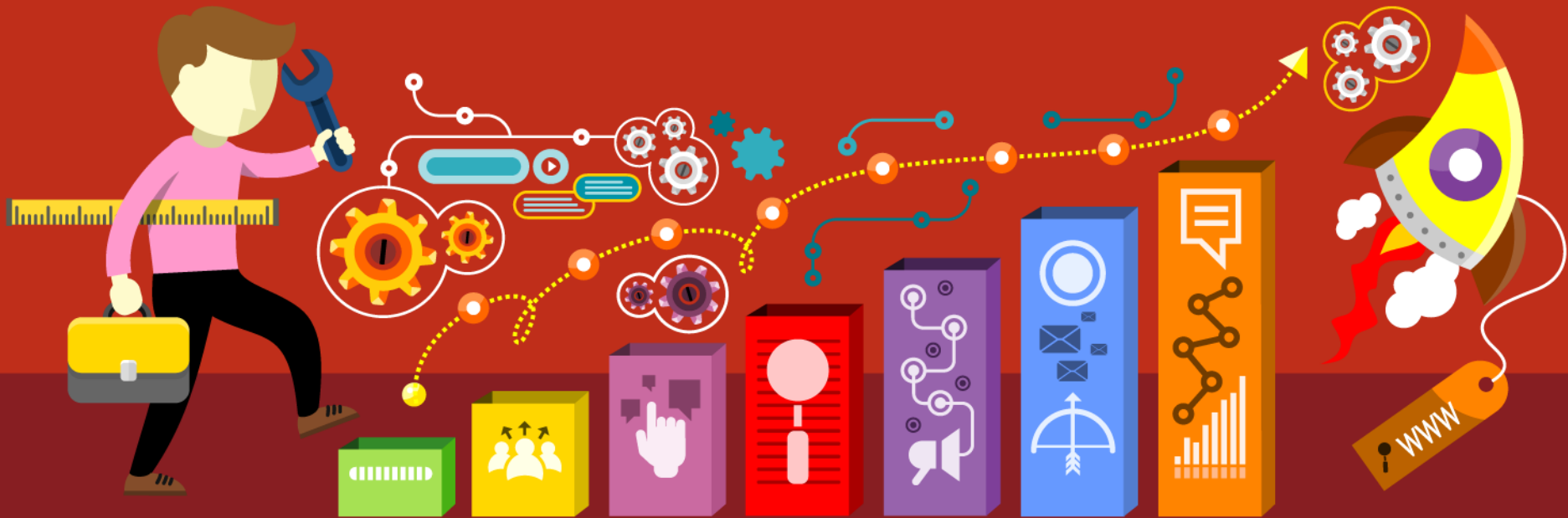
Across two professional tracks:  
Analytical and Technical



# 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



# 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



# 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
- RESUME CONTEST NOW THRU 6/29!
- 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 SAUDER**  
SCHOOL OF BUSINESS  
Continuing Business Studies

# 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**





# 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.



# 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!



## Entirely New Awards Program

- New categories
- New location
- New process

## Sign Up Now for the Party!

- June 5, 2018
- 7:00 – 11:30 PM
- Keep Memory Alive Event Center
- Las Vegas

# Quanties

The Digital Analytics Association  
Awards for Excellence





## 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)
  - Gala June 5 in Las Vegas
- 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**