The Best Virtual OneConference & Quantie Awards Yet!

Registration is now open for DAA’s signature annual event, OneConference and Quantie Awards, coming to you live this October – wherever you are!

Join us October 20 - 22 for a three-day virtual conference including hands-on workshops, keynotes from Simo Ahava and Brent Dykes, robust speaking sessions, collaborative breakout discussions and panels, networking activities, virtual exhibit hall with gamification and prizes PLUS Quantie Award finalist presentations, voting and the LIVE REVEAL PARTY! There is no better way to close out our conference than to celebrate the best and brightest individuals in digital analytics with the Quantie Awards! Special thanks to our OneConference Sponsors and Quantie Award Title Sponsor, Adobe.

Our full agenda has been released, showing a stellar line-up of globally-renowned industry leaders providing key insights, latest trends, and connection we all need now more than ever. Registration is underway with VERY limited early-bird tickets still available.

REGISTER NOW to secure one of the last early-bird spots and to have first-pick of workshops when sign-ups launch in September. Join DAA today to save substantially on OneConference and the Quantie Awards.

Thought Leadership

The Healing Power of Determined Hope:
Actions DAA is Taking to Eradicate Racism

By David McBride, SVP Digital Solutions & Consulting, Course5 Intelligence
In the wake of the recent protests against racism, fellow DAA board member Mary Owusu and I hosted a Town Hall for members of the analytics community in late June to discuss ways racism is present in their lives. We also wanted to have an open discussion about ways members of the analytics community can take action to eradicate racism. We were humbled by the response. Over 100 people attended and we used Zoom's breakout room feature to hold several meaningful conversations.

At the beginning of the meeting, Mary asked attendees to share how they were feeling by including a word or two in the Zoom chat window. The responses revealed a wide range of emotions: Hopeful, Optimistic, Cautious, Open, Determined, Exhausted, Eager, Outraged, Disheartened — to name just a few.

Read more.

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**Thought Leadership**

**No Layoffs Pledge**

Only a few years out of college, I was a software engineer working for one of the largest software companies in the world, Attachmate. Our Cincinnati office had 250 people; this used to be an independent company that was acquired by Seattle-headquartered Attachmate.

One not-so-fine spring morning in 2002, in the middle of the post 9/11 and IT recession all 250 of us gathered in a conference center. The CEO walked in and read a memo. I don't remember exactly what was in the memo, but I clearly remember his hands shaking and his voice trembling. Then he flew to Seattle; 230 of the 250 people were let go.

Read more.

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**DAA Essential Online Series – Registration Open NOW**

DAA is excited to announce that registration is now open for the second course in the newly revised, completely online, Essential Series. This interactive, discussion-based education program is only offered once a year.

**Applying Digital Analytics** will take attendees deeper into the application of the web analytics processes and provide insights into pitfalls to avoid. You will learn the steps to using web analytics to improve site design, digital marketing, conversion/lead optimization, and improving return on marketing.

Join us twice a week beginning September 8 for the seven sessions of Course 2, Applying Digital Analytics. This course will not be offered again until Fall 2021. Save $200 on the Essential Series by becoming a DAA member today. Learn more about course content.
DAA Mentoring Program - Thought Leadership

The 5 Types of Mentors You Need in Your Life

As I read an article on the TED website about the five mentors you need in your life, I thought of all the analytics mentors in the past five years of my career and how each one represented one of those mentor types. Many of those great mentors are here in the DAA community so I wanted to mention them and invite everyone to mention their mentors that made an impact in their career.

I have to say that I did not have a direct "mentoring relationship" with many of the mentors I list below, but getting involved in the DAA community automatically formed the mentoring experience. If you don't have a lot of connections here, the DAA Mentoring Program offers the chance to look up and directly connect with a mentor and have a formal mentoring relationship, that I am sure will open up new opportunities to connect with other mentors!

Read full post.

DAA's Mentoring Program is part of the Women in Analytics Initiative sponsored by Blast Analytics & Marketing.

Member Benefit / Note from DAA's Executive Director

Gain the Access You Need

During this time of uncertainty, one thing you can count on is DAA. We are committed to our mission of professional development and community.

Being part of a professional association gives you important ACCESS.

ACCESS to:

• Others who can help you in your career journey, whether it be through DAA's mentoring program or posting a question to your fellow analytics professionals through DAA's Community Forum, or belonging to one of our 17 chapters or Special Interest Groups.

• Cutting edge research and industry information, like the DAA Compensation Study.

• Tools that will help you grow your analytics skill set, such as the DAA Cookbook or the DAA Self-Assessment.

If you have been on the sidelines watching DAA — now is the time to get into the game and join your peers!

In Case You Missed It

Privacy & Data: The Strategy to Get It Right and Survive

If you missed the May 27 AT Internet-sponsored webinar Privacy & Data: The Strategy to Get It Right and Survive, there's good news. You can still attend this webinar online through DAA's On-Demand Webinars.
In recent years, governments have had to move rapidly to safeguard users and prevent all-out '1984' surveillance capitalism. However, as new regulations spread worldwide, companies are increasingly challenged to take advantage of privacy-compliant data and maximize its full value. In this webinar internationally-renowned privacy expert Aurélie Pols and Declan Owens from AT Internet will explain what lies ahead and the strategies you need to adopt to sustain an efficient use of your analytics data – including valuable operational insights and a clear understanding of how AT Internet's Analytics Suite provides the framework and tools you need to realign your business strategy.

10 Soft Skills Every Digital Analyst Should Master

LinkedIn research clearly points out that while hiring managers always look for technical skills and job experience, it is soft skills that drive success. Ninety-two percent of survey respondents say soft skills are more important than technical skills, and 89% stated that bad hires typically lack soft skills.

DAA's on-demand Soft Skills webinars will equip you in 10 key soft skills essential for a successful career in Digital Analytics. Become a DAA member and take this training for free, a $149 savings over the non-member price.

Now Is the Perfect Time to Get Certified!

With Covid-19 forcing us to spend more time indoors, now is a great time to add to your professional credibility by becoming a Certified Web Analyst. Find out how here.

DAA congratulates five new CWAs this quarter:

- **Louisa Pinder**, Windsor, Ontario, Canada, Quantum Metric
- **Mai Alowaishe**, Copley, Ohio, USA, InfoTrust, LLC
- **Tsvetelina Alexieva**, Frankfurt, Hessen, Germany, Allianz Global Investors GmbH
- **Courtney Fenstermaker**, Allentown, PA, USA, Liquid Interactive
- **Vince Bell**, Chicago, IL, USA, Bully Pulpit Interactive

**Upcoming DAA Events**

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<td>DAA Boston Chapter Event – Designing Your Data Stack with Lu Wang</td>
<td>Online</td>
<td>Aug. 18</td>
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<tr>
<td>DAA San Francisco Chapter Event – Understanding Compensation &amp; Diversity &amp; Inclusion Within Digital Analytics</td>
<td>Online</td>
<td>Aug. 26</td>
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<tr>
<td>DAA Essential Series - Applying Digital Analytics</td>
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<td>Sept. 8 - 24</td>
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<td>DAA Chapter Officer Day</td>
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<tr>
<td>DAA OneConference</td>
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<td>DAA Quantities Awards Party</td>
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**Other Upcoming Events**

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<tr>
<th>Event</th>
<th>Location</th>
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<tr>
<td>Defense Strategies Institute – Big Data for Intelligence Symposium</td>
<td>Alexandria, VA, USA</td>
<td>Sept 1 - 2</td>
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<tr>
<td>Event</td>
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<tr>
<td>AI &amp; ML for the Smart Grid</td>
<td>Online</td>
<td>Sept. 8 - 9</td>
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<tr>
<td>Big Data World</td>
<td>Hong Kong</td>
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<tr>
<td>Digital Analytics Hub</td>
<td>Atlanta, GA, USA</td>
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<td>C + UX Expo</td>
<td>London, UK</td>
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<td>Validate2020</td>
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<td>Nov. 12</td>
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DAA Career Center: Your First Peek at New Job Possibilities

Visit the DAA Career Center and also check out these jobs from our DAA Corporate Members. Thanks to our DAA Career Center Sponsor: firstPRO.

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<tr>
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<tr>
<td>Program Manager Data &amp; Analytics</td>
<td>BMO Harris Bank</td>
<td>Chicago, IL, USA</td>
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<tr>
<td>Principal Data Engineer, Core Data &amp; Analytics</td>
<td>Northwestern Mutual</td>
<td>New York, NY, USA</td>
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<tr>
<td>Sr. Analyst, Distrib Data Eng</td>
<td>TIAA</td>
<td>Chicago, IL, USA</td>
</tr>
<tr>
<td>Data Scientist – Product Analytics</td>
<td>Verizon Media</td>
<td>Sunnyvale, CA USA</td>
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2020 Gold Trustee Partner: Adobe

Digital Analytics Association thanks Adobe for being a 2020 Gold Trustee Partner.
2020 Silver Trustee Partner: AT Internet

Digital Analytics Association thanks AT Internet for being a 2020 Silver Trustee Partner.