

Not a member but interested in trying our resources? [Set up your non-member account.](#)

DAA Education Survey – What Does It Mean for You?

Because DAA is data driven and member focused, the recent survey from the DAA Education team provided some keen insights into your education and training needs and is helping us to formulate offerings for 2019.

The survey was sent to all current DAA members and non-members and had a total of 311 responses. Find out what we learned from you and how we're using the information below.



To gain the full value of DAA benefits at a savings, you need to be a DAA member. Make this the year you [join DAA](#) and take advantage of the savings. If you have questions, comments, or suggestions, please [contact the Education Department.](#)

[READ MORE](#)

Introducing DAA OneConference

Combining a DAA All-Member Meeting, the Quanties, and a groundbreaking one-day conference, **DAA OneConference** will be the "can't miss" analytics event of the year. Join the analytics community and your global DAA colleagues on **October 23-24** at Venue SIX10, an iconic venue in the heart of downtown Chicago.

"DAA chapter symposia are known on a local level as the place to go for education and networking," explained **Marilee Yorchak**, DAA executive director. "We are excited to bring this to a national level at OneConference with thought-leaders, industry awards, and networking opportunities that cannot be found at other events."

As the DAA board and staff continue planning DAA OneConference, DAA is looking to the analytics community to get involved in THE analytics event of the year. How can YOU be involved?

• **Plan:** Help develop content, identify prospective speakers and provide input on innovative networking sessions. This opportunity is available only to DAA members; if you are interested, please [contact us.](#)

• **Sponsor:** We have special sponsorship packages designed just for DAA OneConference. Sign up early to maximize your company's visibility. Contact [Matt Dirks](#) for more information.

A Note from DAA's Executive Director

State of the Association

It's been a busy and fruitful year for DAA – with a growing membership and new benefits to help you and your team learn, grow, and lead in our burgeoning field. I hope you will consider making the investment in your professional career and that of your analytics teams by becoming a DAA member in 2019.



Marilee Yorchak, DAA Executive Director, CAE

Some highlights of 2018:

• DAA is at the highest level of members ever ... we are almost 5,000 members strong across the globe, a 7% increase over last year! The addition of our Germany affiliate was an exciting chapter for DAA. We welcomed 16 new corporate members to the DAA family and added 56 new Certified Web Analysts.

• Our local chapters had over 40 events and we held nine local symposiums last year. The symposiums all had an interactive component. This is how real learning happens!

• A very successful Quanties awards program launch recognized over 20 top companies and individuals for outstanding success in digital analytics with over 100 nominations.

• The Women in Analytics initiative continued to expand, with a rollout of the mentoring program and four Thought-Leader Conversations during the year.

• Our short course certificates in A/B Testing & Optimization, Lead Scoring, Segmentation, and Multivariate Testing were launched. Digital Analysts told us they loved the shorter format, with the ability to add a digital badge to their LinkedIn and DAA Community profiles.

• The webinars and Thought-Leader Conversations continue to draw thousands of views during the year. There are currently 31 webinars and 25 Thought-Leader Conversations available on-demand. There are also 133 recipes in the DAA Cookbook now!

Plans for 2019:

• DAA is committed to producing industry-leading events and growing peer-to-peer learning engagements for all our constituents. DAA is celebrating its 15th anniversary in 2019 as well, and there are plans to be able to share that celebration in many ways during the year.

• Mark your calendar for October 23-24 in Chicago for DAA OneConference 2019 – an international conference that will include a Member Day, Chapter Leader Day, the Quanties, and outstanding speakers discussing today's hot analytics topics.

• Look for a new short course in data science tools for the digital analyst - you told DAA you wanted to add those to your skill set!

• The DAA Self-Assessment tool will add a soft-skills component – another service requested by our members.

• The DAA Mentoring Program founded by WiA will expand to include ALL members who want to participate, either as a mentor or a mentee in Q2. In addition, we are working with EQUALS and the United Nations Women in Tech Group on a gender equality maturity model.

• Look for an expanded and consistent repertoire of webinars from DAA in 2019, as part of DAA Webinar Wednesdays.

• The Essentials classes, long a DAA staple at in-person events, will be available online to everyone in 2019.

• We all survived GDPR – and are partnering with a firm on a post-GDPR implementation study, to be released in Q1.

There have been challenges in 2018 as well. There are more events than ever in the digital analytics space, and we have had to work hard to ensure that our events are top notch and inexpensive enough for all to attend. My personal thanks to our sponsors and chapter leaders during the year who have made that happen.

We are committed to being member-focused and member-driven.

I look forward to an exciting 2019 with all of you! Thank you for the opportunity to serve you and we hope your 2019 plans include DAA membership.

Celebrate DAA's 15th Anniversary

Throughout 2019

DAA is celebrating its 15th anniversary of establishing and guiding a vibrant digital analyst community with a series of member events and new cutting-edge benefits created exclusively for members. Over the course of the year, you will hear from industry influencers on how they started in the industry, how it has evolved, and what the future will hold for digital analysts. Share your well-wishes for DAA on your social media channels and be sure to tag the message with #Happy15DAA so we can reshare!



DAA Mentoring Program Founded by

WiA Is Opening to All Members

DAA is pleased to announce, due to the success of the first year of the WiA Mentoring Program, we will open the program to all DAA members to participate in both mentee and mentor roles on April 1, 2019. At that time, the program will transition from being known as the *WiA Mentoring Program* to the *DAA Mentoring Program*. Mentoring is a member-only benefit. [Join now](#) to take advantage of this career-enhancing initiative!



The program was made possible by the dedicated work of a number of Women in Analytics volunteers, the WiA community as a whole, and Blast Analytics & Marketing's sponsorship. To continue to allow the mentoring program to foster diversity and inclusion, each mentor/mentee pair will include one woman, in either role. Until April 1, the program will continue to be open and new members are encouraged to enroll on a continual basis. [Learn more about the mentoring program](#) or [reach out](#) to our staff with your questions.

Upcoming DAA Events

DAA Dallas Chapter Event – Smash Through Your 2019 Career Goals	Coppell, TX, USA	January 17
Ask Me Anything – Staff Edition	Online	February 11
DAA Symposium	Austin, TX, USA	February 21

Other Events of Interest

2019 London Adobe Analytics "Top Gun" Class	London, UK	Feb. 5
Chief Customer Officers & Influencers Conference	Atlanta, GA, USA	Feb. 5
IBM Think 2019	San Francisco, CA	Feb. 12 - 15
Claravine Analytics Nexus 2019	Online, USA	Feb. 19
Omnichannel & eCommerce Analytics Bootcamp	San Francisco, CA, USA	Mar. 14
Women in Analytics Conference	Columbus, OH, USA	Mar 21 - 22
Marketing Analytics and Data Science Conference	San Francisco, CA, USA	Apr. 8 - 10

DAA 2019 Austin Symposia

Coming Soon

Mark your calendar and plan to attend the first DAA Symposium of 2019 coming to **Austin, Texas** on **February 21**.



The Symposium will be held at IBM and will feature such interesting sessions as:

- Delivering a High-Functioning, Strategic Analytics Team
- Applications for Machine Learning in Shopper Measurement and Tracking
- Along with other compelling sessions led by analytics leaders.

You'll hear about techniques you can learn today and implement tomorrow. Bring your entire team to maximize the benefit to your organization!

[Take a peek at the agenda](#) now. [Register](#) before **January 31** to receive the early bird rate.

Have Questions About DAA? Let's Chat!

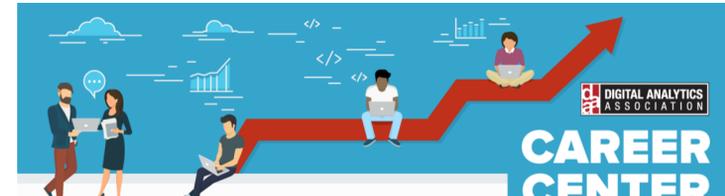
Perhaps you're curious about the benefits included in membership. Perhaps you're already a member and need to access a discount code or know the best way to use the Self-Assessment. Whatever your question, or even if you aren't sure, but just want to talk it out, we're here.

Join Executive Director, **Marilee Yorchak**, and Membership Manager, **Brooke Weldon**, on "Ask Me Anything – Staff Edition" chats the second Monday of the month at 11 AM Pacific/ 2PM Eastern. These chats are open to members and non-members. Join in any time during the hour and announce yourself.

Follow the DAA below to add the details to your calendar:

[FEBRUARY CHAT](#)

[MARCH CHAT](#)



Looking for a New Job? Check the DAA Career Center!

Consider these jobs from our DAA Corporate Members along with others listed on the [Career Center](#):

Sales Analyst, Enterprise Solutions	Comcast	Philadelphia, PA, USA
Data Engineer	Evolvitycs	Parkville, MO, USA
Director, Data and Analytics	General Electric	Austin, TX, USA
Managerial Statistics and Data Analytics Teaching Faculty	Washington University in St. Louis	St. Louis, MO, USA

Thanks to Our 2018 DAA Symposia Sponsors

Through our sponsors' generous support, in 2018 DAA was able to offer a year of Symposia rich in learning and growth opportunities for the entire digital analytics community. We sincerely thank every person and organization that helped make 2018 symposia successful.

[2018 SYMPOSIA SPONSORS](#)

Digital Analytics Association, 401 Edgewater Place, Suite 600, Wakefield, MA 01880

Share this email:



Manage your preferences | [Opt out](#) using TrueRemove™
Got this as a forward? [Sign up](#) to receive our future emails.
View this email [online](#).

401 Edgewater Place Suite 600
Wakefield, MA | 01880 US

This email was sent to .
To continue receiving our emails, add us to your address book.