



ECIA Member Newsletter

November 18, 2020

## DTAM Research Webinar

### Applying “The Wisdom of Crowds” and Renewed DTAM Research

Tuesday, December 1 | 11:00 AM EST | [Register Here](#)

You are invited to join a webinar presented by Dale Ford on an important topic for research requested by ECIA members in our recent member survey.

The following topics will be discussed:

- What is “The Wisdom of Crowds” concept and the key principals that must be followed?
- How can it be applied as a solution to create broad coverage for DTAM data?
- A proposal for Annual DTAM research by geographic markets at a top component level
- A proposal for Quarterly DTAM research covering the complete range of electronic components

Strong support is essential to ECIA's ability to deliver research focused on meeting the needs of the electronics components supply chain participants.

Please join us for this compelling discussion that will both introduce you to exciting research concepts and help establish support for this proposed research for 2021. [Register today!](#)

## Participate in Monthly & Quarterly ECST Surveys



You are invited to provide your personal input to both the **Monthly** (November) and **Quarterly** (Q3 2020) Electronic Component Sales Trends (ECST) surveys. We ask that you share your individual opinion; not represent your company.

Please take just a few minutes of your time to answer the questions at each of the

### In this Issue...

1. [DTAM Research](#)
2. [ECIA Stats](#)
3. [Sales & Marketing Conference](#)
4. [Did You Know? TrustedParts.com](#)

### Upcoming Events

Tuesday, December 1

- [DTAM Research Webinar](#)

Tues/Wed, Dec. 8-9

- [Engineering the Conversation](#)

Wednesday, December 16

- [ITR Webinar Series](#)

[Weekly Economic Trends National Association of Manufacturers](#)

By special agreement ECIA is pleased to present NAM Chief Economist Chad Moutray's weekly analysis of key U.S. government economic data and manufacturing industry trends in the [NAM Economic Report - 11/16.](#)

survey links below. You only need to answer for markets and products where you have knowledge.

[Click here to complete the Monthly survey by November 20th.](#)

[Click here to complete the Quarterly survey by November 27.](#)

Results of the surveys will be sent out shortly after the close of the survey period to ALL survey participants.

### **PARTICIPATION QUALIFIES YOU FOR ENTRY IN OUR PRIZE CONTEST!**

The prize for this quarter is the highly popular Vankyo Leisure 3 Mini Projector with 1080P and 170" display support!

If you have any questions about the ECST or other data offered by the ECIA, please contact Dale Ford: [dford@ecianow.org](mailto:dford@ecianow.org)

### **Research and Analysis Published by ECIA in the Past Week**

- Discrete Semiconductor Americas DTAM Report – Q1 2019 to Q3 2020 (Participants)
- Component Lead Time Report – October 2020 (Members & Public)
- AFDEC UK & Ireland Monthly Statistics – October 2020 (Members)
- North America Weekly IP&E Components Index – Week 45 (Members)

## **Engineering the Conversation**

Hosted by Lectrix | December 8-9 | [Register Today](#)



Everyone is chiming in with research and insights on how to maintain success in the “new normal.” But the electronics industry is a whole different beast, and general “how-to’s” just won’t cut it.

Register for this free online event designed to guide Sales and Marketing Managers in the B2B electronics industry through their biggest challenges. Hear stellar presentations from a number of industry and sales experts. ECIA's own David Loftus and Dale Ford will share insight on association initiatives and research.

ECIA is a proud sponsor of this 2-day online event. [Register today.](#)

## **Did You Know? Packaging & Minimum Order Quantities Now**

**A WORLD OF BEST PRACTICES**  
From the Global Industry Practices Committee

[LEARN MORE](#)

**ecia**  
Electronic Components Industry Association

**THOUGHT LEADERSHIP POWERED BY WOMEN.**

[Learn More](#)

**WE** WOMEN in Electronics

**TrustedParts.com**

**24 MILLION + UNIQUE PART NUMBERS**

**100% AUTHORIZED SOURCES**

Search authorized distributors now

## Displayed



The number-one search tool for *trusted* parts is even better. Now, search results for applicable parts include packaging and minimum order quantity (MOQ) details. This information is displayed in the new **Pkg (MOQ)** column.

The **Pkg (MOQ)** column lets authorized distributors list even more information about their products — information that will help buyers make a more informed decision when looking to buy the components they need. For complete information regarding TrustedParts.com, [contact Victor Meijers](#).



Electronic Components Industry Association | 310 Maxwell Road, Suite 200, Alpharetta, GA 30009 | Phone 678.393.9990