



ECIA Member Newsletter

November 25, 2020

Happy Thanksgiving!

Thank you for supporting ECIA through the trials of this year. We are grateful for your loyalty and wish you a very Happy Thanksgiving!



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 the Quarterly ECST Survey



You are invited to provide your personal input to **Quarterly** (Q3 2020) Electronic Component Sales Trends (ECST) survey. 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 of the survey

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Upcoming Events

Tuesday, December 1

- [DTAM Research Webinar](#)

Tues/Wed, Dec. 8-9

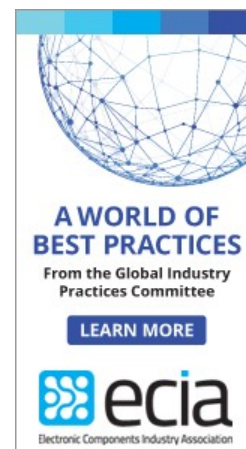
- [Engineering the Conversation](#)

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 - 11/23](#).



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

[Click here: 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

Research and Analysis Published by ECIA in the Past Week

- North American Electronic Component Monthly Sales Trends (ECST-MNTH) – November 2020 (Members)
- North American Electronic Component Quarterly Sales Trends (ECST-MNTH) – Q4 2020 (Members)
- World Inductor Trade Statistics – Q3 2020 (Members & Participants)
- North America Weekly IP&E Components Index – Week 46 (Members)

Engineering the Conversation

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

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.](#)

Sales & Marketing Survey Results to Be Presented

[Click here](#) to participate in the first ever in-depth survey of what has changed in sales and marketing in the electronics industry since the Corona pandemic began. Questions cover: Sales, Marketing, People, Data, Technology, Budgets and Predictions. Results will be presented during the conference.

Did You Know? EDS is a GO!

[EDS 2021](#) | May 10-14 | Mirage Hotel, Las Vegas



Now, more than ever—we need stronger relationship building, less distraction and better decision making. Now, more than ever—we need to create connections with peers, products and corporate visions. Now, more than ever—we need our leadership summit.

Registration will open early January.

**THOUGHT
LEADERSHIP
POWERED
BY WOMEN.**


[Learn More](#)

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**ENGINEERING
THE
CONVERSATION**

DECEMBER 8 & 9, 2020



[REGISTER NOW ▶](#)