

Program Overview 2015

Forrester Leadership Boards are exclusive peer groups for exchanging best and next practices to win in a disruptive marketplace.

- › **Prepare for rapid change.** Our powerful networks help you anticipate how technology change affects your customers and business.
- › **Increase confidence in your decisions.** Dedicated advisors connect you one-on-one with peers who share your experience.
- › **Improve your effectiveness.** Exclusive content equips you to improve your programs and results.

The Analysts Relations (AR) Council includes professionals with titles that include not only analyst relations but also marketing, product strategy, and public relations and has nearly 160 members at leading hardware, software, and professional services organizations from across the globe.

Top Member Challenges

Members' challenges drive the AR Council agenda throughout the year. Popular challenges include:

- › How do I define and measure AR success?
- › How do I execute best-in-class interactions with analysts?
- › How do I mold internal expectations of AR?
- › How do I establish (or maintain) an AR and sales program?
- › How do I make a business case for AR budget and allocation of spend?
- › How do I create or refine an AR plan or strategy?

HOW THE AR COUNCIL CAN HELP

The AR Council program is created and updated based on the needs of our members and includes a variety of meetings and deliverables. We support our members through:

- › **Facilitated problem-solving with your peers.** As an AR Council member, you are part of a trusted global community of AR professionals. Forrester proactively organizes and facilitates ongoing in-person and virtual events as well as one-to-one member exchanges designed to tackle your most pressing challenges.
- › **Exclusive content.** Members benefit from several unique deliverables, including tools like Inquiry Advantage™, case studies, and benchmarking reports. These deliverables are exclusive to members.
- › **A dedicated advisor for personalized support.** Each member of the AR Council partners with a dedicated advisor to create a plan to address your key objectives and challenges and to ensure that you most effectively utilize your AR Council resources.

SAMPLE EVENTS CALENDAR 2015

All topics listed below will be virtual events unless indicated as an “in-person” event.

Q1

January	February	March
21 ARC Book Club: Envision Professional Industry Analyst Relations	18 ARC Book Club: Understand AR's Beneficiary Landscape	18 ARC Book Club: Choose The Optimal Type Of AR Program To Drive Your Firm's Business Results
28 Research Director Series: Research Organization Kickoff	Ongoing Research Director Series: Business Technology Research Teams	TBD In-Person: Spring Lunch And Learns: San Francisco, CA, and Cambridge, MA
	Ongoing Research Director Series: Marketing & Strategy Research Teams	TBD In-Person: Spring Regional Member Meeting: London, UK
Ongoing advisor, peer, and analyst calls	Ongoing advisor, peer, and analyst calls	Ongoing advisor, peer, and analyst calls

Q2

April	May	June
13 In-Person: Spring US AR Council Member Meeting in conjunction with Forrester's Marketing Leadership Forum, New York, NY	20 ARC Book Club: Forge Valuable AR Programs With FIAR	1 In-Person: Spring EMEA AR Council Member Meeting, Lisbon, Portugal
15 ARC Book Club: Assess The Core Of Your Industry Analyst Relations Program		17 ARC Book Club: Blaze A New Path To Successful AR
28 In-Person: Networking Event at Forrester's Tech Management Leaders Forum, Orlando, FL		17 In-Person: Networking Event at Forrester's CXP East Forum, New York, NY
30 In-Person: Networking Event at Forrester's Marketing Leadership Forum, London, UK		
Ongoing advisor, peer, and analyst calls	Ongoing advisor, peer, and analyst calls	Ongoing advisor, peer, and analyst calls

Q3

July	August	September
15 ARC Book Club: Industry Analyst Relations And Insight	19 ARC Book Club: Industry Analyst Relations And Influence	15-16 In-Person: Autumn Global AR Council Member Meeting, Cambridge, MA
		23 ARC Book Club: Industry Analyst Relations And Sales Support
Ongoing advisor, peer, and analyst calls	Ongoing advisor, peer, and analyst calls	Ongoing advisor, peer, and analyst calls

Q4

October	November	December
21 ARC Book Club: Professional Industry Analyst Relations Measurement	18 ARC Book Club: Organize AR's Personnel	3 Using Inquiry Advantage
23 In-Person: Networking Event at Forrester's CXP West Forum, San Francisco, CA		16 ARC Book Club: Target Industry Analyst Relations With Achievable Metrics
29 In-Person: Networking Event at Forrester's eBiz Forum, Chicago		TBD Winter Lunch And Learns: San Francisco and Cambridge
		TBD Winter Regional Member Meeting: London, UK
Ongoing advisor, peer, and analyst calls	Ongoing advisor, peer, and analyst calls	Ongoing advisor, peer, and analyst calls

*Subject to change prior to distribution of final event invite.