

# 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.
- › **Online community.** Members can access their peer network digitally, and connect easily anytime, and anywhere to get the answers they need. A dedicated advisor helps to navigate and save time, connecting you with the right peers, analysts and research.

## SAMPLE EVENTS CALENDAR 2015

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

### Q1

January	February	March
28 Envision Professional Industry Analyst Relations	3-26 Series of nine research director calls	5 Understand AR's Beneficiary Landscape Book Club
		13 InPerson: Regional member meeting, Cambridge
		17 InPerson: Regional member meeting, San Francisco
		18 Choose The Optimal Type Of AR Program Book Club
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	19 Case Study: AR Justified (Kofax)	1 In-Person: Spring EMEA AR Council Member Meeting, Lisbon, Portugal
17 InPerson: Regional member meeting, London	27 Forge Valuable AR Programs With FIAR Book Club	17 In-Person: Networking Event at Forrester's CXP East Forum, New York, NY
30 Assess The Core Of Your AR Program Book Club		30 Blaze A New Path To Successful AR Book Club
Ongoing advisor, peer, and analyst calls	Ongoing advisor, peer, and analyst calls	Ongoing advisor, peer, and analyst calls

### Q3

July	August	September
14 Forrester Wave Methodology Updates	26 Planning Analyst Days	15-16 In-Person: Autumn Global AR Council Member Meeting, Cambridge, MA
29 AR And Insight Book Club		
Ongoing advisor, peer, and analyst calls	Ongoing advisor, peer, and analyst calls	Ongoing advisor, peer, and analyst calls

### Q4

October	November	December
6 In-Person Event: Regional Member Meeting, Paris	18 AR And Influence Book Club	4 In-Person Event: Regional Member Meeting, London
22 Reprise Member Meeting session		11 In-Person Event: Regional Member Meeting, San Francisco
		15 In-Person Event: Regional Member Meeting, London
		17 Using Inquiry Advantage
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.

Questions? Contact the Analyst Relations Council Director Trisha Mirel at [tmirel@forrester.com](mailto:tmirel@forrester.com)