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2017 TRAINING COURSE SCHEDULE

TRAINING COURSE SCHEDULE FOR 2017

Influencing Analysts Worldwide begins *(1 of 4)*

Foundation course for anyone in AR, especially new executives, associates and new team members.

Contents

- Analysts: Who, What, Why And How
- Selecting And Profiling Analysts And Houses
- Organize Regular Analyst Tour
- Advance Review Of Briefing Collateral
- Choosing And Preparing Spokespeople
- Cross-Cultural Barriers To Analyst Relationships
- Assessment And Feedback

Dates

26 April • Frankfurt
16 May • Amsterdam
22 May • Singapore
28 June • Lyon
18 September • Boston
4 December • San Jose
11 December • Atlanta

Building AR Momentum begins *(2 of 4)*

Intermediate operations course for managers or senior managers planning and managing AR

Contents

- Managing Enquiries
- Optimizing Analyst Summit Events
- Analyst Databases And Crm Tools
- Message Testing
- Developing Operational Excellence
- Analyst Newsletters And Extranets
- Assessment And Feedback

Dates

23 May • Singapore
3 July • Lyon
10 July • London
18 July • Amsterdam
19 September • Boston
5 December • San Jose
12 December • Atlanta

TRAINING COURSE SCHEDULE FOR 2017

Shifting Key Analysts *(3 of 4)*

Intermediate strategic course for managers or senior managers aiming to personalize AR programs

Contents

- Collateral Development
- Cross-Cultural Barriers
- Peer Review Methodologies
- Personalizing Messages For Key Analysts
- Reverse-Engineering Analyst Research
- Tracking Awareness And Reputation
- Assessment And Feedback

Dates

24 May • Singapore
23 October • London
31 October • Amsterdam
20 September • Boston
6 December • San Jose
13 December • Atlanta

Analyst Relations Master Class *(4 of 4)*

For AR directors, vice-presidents and other top leaders

Contents

- Selling Analyst Relations Internally
- Calculating The Value Of Analyst Relations To Your Firm
- Connecting With Pr, Ir And Sales
- Centralization And Reporting Practices
- Ethical And Commercial Issues In Analyst Relations
- 1-On-1 Advisory Session
- Assessment And Feedback

Dates

25 May • Singapore
21 September • Boston
7 December • San Jose
12 December • Amsterdam
14 December • Atlanta
18 December • London

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About Kea Company

We are the world's largest global advisory firm delivering influencer relations and strategic guidance for providers of high tech products and services. Our professionals gained their industry insights through years of experience as influencer relations professionals, IT industry analysts and business executives. Whether you are a well-established vendor, or an emerging yet ambitious - technology provider, we can handle your influencer relations requirements.

Our company is founded and managed by people with unequalled knowledge of the inner workings and processes in global research firms like Gartner, Ovum, IDC and Forrester. We have comprehensive, hands-on experience with analyst relations from multiple perspectives.

We can demonstrate a proven track record...

... as associates within several renowned analyst firms

... as marketing and AR managers at several successful technology providers

... as IT and business managers at large enterprise organizations

... as authors of research papers on AR and two bestseller books: ***"Win Them Over"*** by Dr. Efrem Mallach and ***"Industry Analyst Relations – an extension to PR"*** by Duncan Chapple.

Our team knows, like no other, why tech providers succeed in their Analyst Relations efforts.

We help our customers do it right.

Contact us now

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LinkedIn: Analyst Relations Value Forum

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