



Analyst Relations Council Member Meeting

May 18-20, 2008

The spring member meeting for the Analyst Relations Council will immediately precede Forrester's 2008 IT Forum. Council members will have the opportunity to discuss a variety of issues central to their role and network with their peers, industry experts, executives, and Forrester analysts.

Sunday, May 18

7:00–9:30 p.m.

Welcome Reception

Monday, May 19

8:00–8:30 a.m.

Breakfast And Registration

8:30–9:00 a.m.

Welcome And Introduction

The members of the AR Council will come together for a welcome and introduction to their peers.

Facilitated by:

Trisha Mirel, Advisor, Forrester Research

9:00–10:30 a.m.

Training AR Interactors

Analyst-facing spokespeople need to be well prepared for analyst engagements, know how to listen and thoughtfully engage in a two-way dialogue. These skills are similar to, but subtly different from, those offered in conventional media training. In this session, we will look at case studies featuring the essential elements of successful AR spokesperson training programs.

Facilitated by:

Merv Adrian, SVP, Forrester Research

10:30–11:00 a.m.

Networking Break





11:00a.m.–12:30 p.m.

Track A: Elevating The Authority of AR

In the fast paced AR environment of last minute details and competing priorities, it can be difficult to rise up out of the minutia and elevate the strategic visibility of your role in AR. In this interactive session, hear from members who have succeeded in building their brand and that of their AR program to trusted advisor and strategic partner.

Facilitated by:

Brooke Kotsonis, Advisor, Forrester Research

Speakers:

Dawn Guisti, AR Manager, VMWare

Melissa Ruby, AR Manager, F5 Networks

11:00a.m.–12:30 p.m.

Track B: Frequent Fliers: Global AR Staffing

Deciding to add staff in the non-US regions for your global AR program is an arduous decision. Once you've filled the headcount, keeping regional programs productive and goal-oriented present challenges as well. In this moderated discussion, members will traverse the pros and cons of centralized management of global AR.

Moderated by:

Trisha Mirel, Advisor, Forrester Research

12:30–1:30 p.m.

Networking Lunch

1:30p.m.–3:30 p.m.

Peer Roundtables

During this breakout, members will discuss self-selected topics with a small, targeted group of their peers. Members are asked to come prepared with two or three questions to ask of their tablemates during this peer-moderated discussion. Topics may include analyst event best practices, AR worst practices, internal and external perception audits, and contract negotiations.

3:30–5:30 p.m.

Networking Activity

Members who choose to do so will have the opportunity to join their peers in Gaming Lessons at the Venetian Hotel Casino.

7:00–9:30 p.m.

Cocktail Reception And Dinner



Tuesday, May 20

8:00–8:30 a.m.

Networking Breakfast

8:30–9:45 a.m.

Track A: Enrolling Sales in AR 101

How educated is your sales force or other client-facing personnel about the role AR can play in their sales cycle? If influencing the bottom line is among your AR objectives, the first step must include building relationships with sales and leveraging that relationship to teach them about the support AR can provide. In this session, hear three AR pros outline their approach to sales-centric AR.

Facilitated by:

Lizzy Angier, Assoc. Advisor, Forrester Research

Speakers:

Jock Breitwieser, AR Director, Callidus Software

Kathy Nottingham, AR Director, Lawson Software

Heather Saxon, AR Manager, Exstream Software

8:30–9:45 a.m.

Track B: The Art And Science of AR Management

After years in the business you manage a team of AR professionals. The everyday challenges you now face focus more on motivation, career development, succession planning and managing up than securing the next analyst interaction. What is the key factor in making your AR function a strategic organization vs. tactical one? Come to this session to find out.

Facilitated by:

Trisha Mirel, Advisor, Forrester Research

Speakers:

Joanna Gluzman, Group Head of AR, British Telecom

Joanne Masters, President, Masters and Masters

9:45–10:00 a.m.

Networking Break



10:00–11:30 a.m.

Analyst Relations 2.0

The last few years have seen increasing numbers of users, developers, analysts and pundits adopting social media to drive awareness, heighten visibility, engage in conversation – and influence thoughts and behavior. What should AR professionals do about experts who use the most famous of social technologies – the blog – as a channel of influence? Join Laura Ramos, Forrester’s vice president and principal analyst and a panel of experts in discussion and debate about Analyst Relations 2.0.

Moderated by:

Laura Ramos, VP & Principal Analyst, Forrester Research

Panelists:

Jonathan Eunice, Founder and Principal Consultant, Illuminata

Barbara French, Managing Editor, Tekrati

Dana Gardner, Principal Analyst, Interarbor Solutions

Jim Kobielus, Senior Analyst, Forrester Research

Carter Lusher, President, Sage Circle

11:30–12:00 p.m.

Wrap Up

Facilitated by:

Trisha Mirel, Advisor, Forrester Research

12:00–12:45 p.m.

Networking Lunch

1:00 p.m.

IT Forum 2008 Kickoff

Technology no longer just supports the business: It’s now essential to drive key processes, collaboration, and differentiation. Therefore, IT’s success in the future will no longer result from its ability to operate reliably, or keep costs going down — it will be based on how effectively IT and its business peers collaborate to innovate and drive business transformation. But is the business willing to grant IT the opportunity to innovate? IT must first deliver on the business promise of today’s investments, while working to redefine and transform the organization to meet new challenges, to seize the opportunity to innovate.

What must the IT, business, and vendor communities do to foster innovation? Forrester’s IT Forum 2008 will show you how to deliver maximum business value from IT today, while also collaborate with the business to pursue the innovative technologies, architecture, and IT practices that drive innovation and, ultimately, top-line growth.