

SageCircle's Advanced AR Seminar

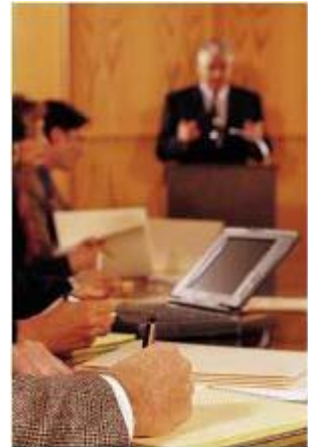
Learn from the Pros

STRATEGIC ISSUES: Challenges for the AR Team

Achieve competitive advantage

Many AR programs are focused on fundamental activities such as analyst briefings and counting mentions in research notes. However, to truly deliver business value for their companies, AR professionals need to move beyond typical to advanced practices.

SageCircle's "STRATEGIC ISSUES" Seminar is designed for experienced AR staff and managers who need to raise the bar above the fundamentals of analyst relations. In this seminar, AR professionals will learn how to move from firefighting and reactive status to proactive and even preemptive modes, how to tap the power of the AR-Sales partnership, the value of long-term strategic projects, and moving from counting mentions to measuring outcomes.



Research...Experience...Insights...Training...Advisory

For more information e-mail [info @ sagecircle.com](mailto:info@sagecircle.com) or call 503-636-1500
www.sagecircle.com



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Agenda

ANALYST FIRMS

- Analyst Landscape News
- Analyst Firms Business Model Update
- Impact of the Recession on Analyst Firms

PLANNING

- Creating the AR Strategic & Tactical Plan
- Moving from Firefighting to Preemptive
- Obtaining and Maintaining Executive Sponsorship
- Promoting AR within the Company
- Incorporating Social Media into the AR Plan

LONG-TERM STRATEGIC PROJECTS

- Creating Strategic Company Messages Using Analysts
- Moving the Dot on the Magic Quadrant
- Generating & Using Customer Case Studies
- Communicating Mergers & Acquisitions
- Incorporating the Analysts into Category Creation

INNOVATIVE ANALYST INTERACTIONS

- Handling Problem Analysts
- Influencing Analyst Firm Conferences
- Executing an Analyst Deep Dive

MEASUREMENT

- Creating the AR Measurement Plan
- Reporting Techniques: Balanced Scorecard
- Monitoring Analyst Opinions
- Conducting Spoken Word Audits

AR & SALES

- Generating the AR-Sales Partnership Program Plan
- Taking a Phased Approach to AR-Sales Rollout
- Harvesting Impact on Sales Data

What clients say...

“The cost of the course and the expertise of Dave and Carter is fantastic. I have been to many seminars where the content is great but speaker did not have the experience to back it up. Visa versa where the content was poor compared to the speakers and topics discussed. Carter and Dave brought together both great content and great expertise.”

Carrie Oaks, VP Products, Blue Coat Systems

Tickets for the STRATEGIC INITIATIVES Seminar are \$995.
To find dates and locations for future seminars as well as to register, please visit www.sagecircle.com.

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Presenters:

Carter Lusher (left) and Dave Eckert bring decades of experience in the analyst game to the seminar.



Dave has been an end-user client of the analysts, managed AR programs at multiple companies, was a member of the original SageCircle where he researched AR best practices and helped design the original Architect analyst relationship management (ARM) software. Today he is a SageCircle co-founder and strategist as well as an ARchitect instructor.



Carter brings a unique 360 degree view of the analyst industry developed over 18 years. Carter has been an end user analyst client, an award-winning Gartner analyst, an analyst of the analysts, vendor analyst client and AR executive at HP. Today, Carter is excited about using SageCircle to expand the community's knowledge about the analysts and AR best practices.

Dave and Carter are also the leading experts on how to apply the ARchitect analyst relationship management (ARM) application to everyday AR activities.

What Clients say...

"Dave and Carter put on a great training. This was my 3rd AR training, and it was the best."

Account Executive, Major Communications Firm

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