

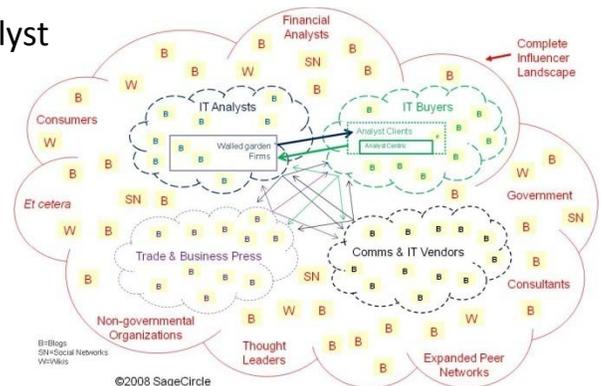
SageCircle's Trends Presentation

Stay on top on what is happening

Invite SageCircle to your AR team call

The analyst landscape and AR trends are volatile

All aspects of the communications and IT industries are in a state of flux. The industry analysts are not immune to the change, which drags AR along. Issues like what is the impact of social media on AR, are the analysts still influential, what is the Fog of Influence (right), how does analyst firm consolidation change the game and others bedevil AR teams.



SageCircle's *free* Trends Presentation

The Trends Presentation is a 30 to 60 minute discussion of top trends facing AR professionals. It is offered free one time to non-clients and unlimited times to Advisory Service clients. AR managers pick the trends that would be of most interest to their teams and SageCircle strategists construct a slide deck and talk track that will get everybody involved. Call today to invite a strategist to your team call.

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

For more information e-mail info@sagecircle.com or call 650-274-8309



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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.

"No one understands all facets of industry analyst relations better than Carter Lusher. We frequently quoted the Gartner-era Carter back during my editor-in-chief days at PC Week. Since then I've turned to Carter for advice at SageCircle -- in its old incarnation as well as the new. He comprehends the myriad forces that influence buying decisions, and senses how today's breed of industry analyst tilts the balance. What I appreciate most is that Carter can express it all -- in lay language -- for corporate IT leaders, fellow analysts and the press."

Sam Whitmore, Sam Whitmore's Media Survey

SageCircle's AR Effectiveness Seminar

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