



**KCG**  
**CONNECTS**

**Spring 2016**  
**Austin, TX**

April 6-8, 2016  
Lakeway Resort & Spa  
**AGENDA**

<u>Wednesday April 6th</u>	Agenda
6pm - 10pm	Arrival, dinner, drinks and networking – Masterson's
<u>Thursday April 7th</u>	Meeting Room – Rio Grande II
7:30 – 8:30	Breakfast buffet – Lobby/Trinity
8:30 – 9:00	Introduction and the state of the AR union - <i>Bill Hopkins - KCG</i>
9:00 – 10:15	Session 1 – The 2014 Analyst Landscape (MD)
10:15 – 10:30	Networking Break
10:30 – 11:45	Session 2 – Best Practices in Analyst Relations (MD)
11:45 – 1:00	Buffet lunch - Trinity
1:00 – 2:45	Session 3 – Gartner
2:45 – 3:00	Networking Break
3:00 – 4:00	Session 4 – Forrester, IDC and other firms (MD)
4:00 – 4.15	Networking Break
4.15 – 5:30	Session 5 – AR Program Metrics – past, present and future (MD)
5:30 – 6:00	Networking Break
6:00 – 10:00	Drinks, dinner and the KCG Analyst Choice Awards ceremony - Trinity
<u>Friday April 8th</u>	(MD) = Moderated discussion
7:30 – 8:30	Breakfast buffet – Lobby/Trinity
8:30 – 10:00	Session 6 – Barriers to best prices – analyst firm negotiation and best practices (MD)
10:00 – 10:15	Networking Break
10:15 – 11:45	Session 7 - AR Organizational alternatives (MD)
11:45 – 12:00	Wrap Up
12:00 – 2:00	Buffet lunch and departure - Trinity