



KCG
CONNECTS

Spring 2017
Austin, TX

April 26-28 , 2017
Lakeway Resort & Spa
AGENDA

<u>Wednesday April 26th</u>	Agenda (MD = Moderated discussion)
6pm - 10pm	Arrival, dinner, drinks and networking
<u>Thursday April 27th</u>	Meeting Room
7:30 – 8:30	Breakfast buffet
8:30 – 9:00	Introduction and the state of the AR union - <i>Bill Hopkins - KCG</i>
9:00 – 10:15	Session 1 – The 2016 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
1:00 – 3:15	Session 3 – Gartner – Jeff Golterman, GVP, Product Management/HTTP
3:15 – 3:30	Networking Break
3:30 – 5:30	Session 4 – Forrester – Chris Andrews, VP and Research Director
5:30 – 6:00	Networking Break
6:00 – 10:00	Drinks, dinner and the KCG Analyst Choice Awards
<u>Friday April 28th</u>	(MD) = Moderated discussion
7:30 – 8:30	Breakfast buffet
8:30 – 9:30	Session 5 – Alternatives to Gartner
9:30 – 9:45	Networking Break
9:45 – 10:45	Session 6 – Working with outside resources
10:45 – 11:00	Networking Break
11:00 – 11:45	Session 7 - AR Hints and Tips - including analyst firm negotiation and best practices (MD)
11:45 – 12:00	Wrap Up
12:00 – 2:00	Buffet lunch and departure