



KCG
CONNECTS
and **CONNECTS +**

Spring 2018
Austin, TX

April 17-20 , 2018
Lakeway Resort & Spa
AGENDA

Tuesday April 17th	
6pm - 10pm	Arrival, dinner, drinks and networking – Connects Plus attendees
Wednesday April 18th	KCG Connects Plus (MD) = Moderated discussion
7:30 – 8:30	Breakfast buffet
8:30 – 9:00	Subjects finalized for four sessions, including one reserve subject
9:00 – 10:30	Session 1+ – In depth subject #1 (MD)
10:30 – 10:45	Networking Break
10:45 – 12:00	Session 2+ – In depth subject #2 (MD)
12:00 – 1:00	Buffet Lunch
1:00 – 3:15	Session 3+ – In depth subject #3 (MD)
3:15 – 3:30	Networking Break
3:30 – 5:00	Session 4: – In depth subject #4 (MD)
6pm - 10pm	Arrival, dinner, drinks and networking – All attendees
Thursday April 19th	KCG Connects Day 1
7:30 – 8:30	Breakfast buffet
8:30 – 9:30	Introduction and the state of the AR union - <i>Bill Hopkins - KCG</i>
9:30 – 10:30	Session 1 – The 2017 Analyst Landscape (MD)
10:30 – 10:45	Networking Break
10:45 – 12:00	Session 2 – Best Practices in Analyst Relations (MD)
12:00 – 1:00	Buffet Lunch
1:00 – 2:00	Session 3 – The Crowd Sourcing alternatives Michael Fauscette – CRO, G2 Crowd and Vinay Bhagat – Founder/CEO, TrustRadius
2:00 – 2:45	Session 4 – Gartner Peer Insights Richard Cho, GVP Peer Insights & Peer Connect
2:45 – 3:00	Networking Break
3:00 – 3:45	Session 5 – Crowd Sourced Reviews – Where do they fit? – Follow up discussion
3:45 – 4:00	Networking Break
4:00 – 5:30	Session 6 – Gartner – Best practices when dealing with the #1 firm
5:30 – 6:00	Networking Break
6:00 – 10:00	Drinks, dinner and the KCG Analyst Choice Awards
Friday April 20th	KCG Connects Day 2
7:30 – 8:30	Breakfast buffet
8:30 – 9:30	Session 7 – Alternatives to Gartner
9:30 – 9:45	Networking Break
9:45 – 10:45	Session 8 – Working with outside resources
10:45 – 11:00	Networking Break
11:00 – 11:45	Session 9 - AR Hints and Tips - including analyst firm negotiation
11:45 – 2:00	Wrap Up, Buffet Lunch and Departure