



**KCG**  
**CONNECTS**  
and **CONNECTS +**

Spring 2018  
Austin, TX

April 17-20 , 2018  
Lakeway Resort & Spa  
**AGENDA**

<b>Tuesday April 17th</b>	
6pm - 10pm	Arrival, dinner, drinks and networking – Connects Plus attendees
<b>Wednesday April 18th</b>	
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
<b>Thursday April 19th</b>	
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 – 3:15	Session 3 – Gartner – Best practices when dealing with the #1 firm –
3:15 – 3:30	Networking Break
3:30 – 5:30	Session 4 – Forrester and IDC
5:30 – 6:00	Networking Break
6:00 – 10:00	Drinks, dinner and the KCG Analyst Choice Awards
<b>Friday April 20th</b>	(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
11:45	Wrap Up
12:00 – 2:00	Buffet lunch and departure