



KCG
CONNECTS
and **CONNECTS +**

Spring 2018
Austin, TX

April 17-20, 2018
Lakeway Resort & Spa
AGENDA

<u>Tuesday April 17th</u>	
6pm - 10pm	Arrival, dinner, drinks and networking – Connects Plus attendees
<u>Wednesday April 18th</u>	
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
<u>Thursday April 19th</u>	
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 – 2:30	Session 3 – Crowd Sourced Reviews – Where do they fit? – Panel and Q&A Richard Cho, GVP Peer Insights & Peer Connect, Gartner, Michael Fauscette – CRO, G2 Crowd, Vinay Bhagat – Founder/CEO, TrustRadius
2:30 – 2:45	Networking Break
2:45 – 3:45	Session 4 – Crowd Sourced Reviews – Where do they fit? – Follow up discussion
3:45 – 4:00	Networking Break
4:00 – 5:30	Session 5 – 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
<u>Friday April 20th</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
11:45 – 2:00	Wrap Up, Buffet Lunch and Departure