



July 11th , 2018

London  
**AGENDA**

<u>Wednesday April 18th</u>	KCG Connects PLUS	(MD) = Moderated discussion
8:15 – 9:00	Breakfast buffet	
9:00 – 10:30	Session 1 – <ul style="list-style-type: none"> <li>Global Analyst Landscapes/Trends and Alternatives to Gartner (ATG)</li> </ul>	(MD)
10:00 – 10:55	Networking Break	
10:15 – 10:45	Session 2 - <ul style="list-style-type: none"> <li>Best Practices in Analyst Relations</li> </ul>	(MD)
10:45 – 11:00	Networking Break	
11:00 – 12:00	Session 3 – <ul style="list-style-type: none"> <li>Calculating your ROAR (Return on Analyst Relations)</li> </ul>	(MD)
12:00 – 1:00	Buffet Lunch	
1:00 – 2:15	Session 4 – <ul style="list-style-type: none"> <li>Doing business with the analyst firms</li> </ul>	(MD)
2:15 – 2:30	Networking Break	
2:30 – 3:30	Session 5 – <ul style="list-style-type: none"> <li>Analyst firm Value and Tiering, Crowd Sourcing and Peer Reviews</li> </ul>	(MD)
3:30 – 3:45	Networking Break	
	Session 6 – <ul style="list-style-type: none"> <li>Signature Research and its impact on AR Pros – there is the</li> </ul>	