



<u>Wednesday June 19th</u>	(MD) = Moderated discussion
10:30 – 12:00	Session 1 – <ul style="list-style-type: none">• Global Analyst Landscapes/EMEA Analyst Landscape
12:00 to 1:00	Buffet Lunch
1:00 - 2:30	Session 2 - Alternatives to Gartner (ATG) <ul style="list-style-type: none">• Who, why and how do you engage?
2:30 – 2:45	Networking Break
2:45 – 4:00	Session 3 – AR Best Practices – Tips and Tricks (1) <ul style="list-style-type: none">• Crowd Sourcing and Peer Reviews – What to do and who should own it?
4:00 – 4:15	Networking Break
4:15 – 5:30	Session 4 – AR Best Practices – Tips and Tricks (2) <ul style="list-style-type: none">• References - How to differentiate your offerings in an increasingly undifferentiated world?
5:00	Networking Drinks
<u>Thursday June 20th</u>	
9:00 – 10:15	Session 5 – AR Best Practices – Tips and Tricks (3) <ul style="list-style-type: none">• Comparative Evaluations (MQ's, Waves, MarketScapes, etc.) and their impact on AR Teams? What to do and how to do it?
10:15 – 10:30	Networking Break
10:30 – 12:00	Session 6 – <ul style="list-style-type: none">• Buying Services from Analyst Firms – How to get the most out of what you buy, Analyst Firm Contracts and negotiations - Gartner's new products and sales tactics
12:00 to 1:00	Buffet Lunch
1:00 – 2:15	Session 7 – AR 2024 <ul style="list-style-type: none">• What you need to know now to Deliver AR value in 5 years?
2:15 – 3:30	Q&A and wrap up