

Training Great AR Spokespeople – European Virtual Workshop

Part 1 (Day 1) Wednesday June 24, 2020. Time Zone Agenda

Agenda Session	GMT Zone	Central European Time	Eastern European Time	Moscow Time
Workshop Technology Setup	11:00 am – 11:30 am	12:00 noon – 12:30 pm	1:00 pm – 1:30 pm	1:00 pm – 1:30 pm
Welcome And Introductions	11:30 am – 11:45 am	12:30 pm – 12:45 pm	1:30 pm – 1:45 pm	1:30 pm – 1:45 pm
Using Forrester’s Standard Training Materials <ul style="list-style-type: none"> Introducing Forrester’s spokesperson training materials Applying your in-house training standards 	11:45 am – 12:00 noon	12:45 pm – 1:00 pm	1:45 pm – 2:00 pm	1:45 pm – 2:00 pm
Creating A Platform For Spokesperson Excellence <ul style="list-style-type: none"> Understand analysts and research 	12:00 noon – 12:30 pm	1:00 pm – 1:30 pm	2:00 pm – 2:30 pm	2:00 pm – 2:30 pm
Long Break	12:30 pm – 1:00 pm	1:30 pm – 2:00 pm	2:30 pm – 3:00 pm	2:30 pm – 3:00 pm
Creating A Platform For Spokesperson Excellence (Continued) <ul style="list-style-type: none"> Understanding AR Disposing of outmoded perceptions of analysts and AR Managing gaps between your objectives and the analysts’ Understanding the AR/spokesperson partnership 	1:00 pm – 1:55 pm	2:00 pm – 2:55 pm	3:00 pm – 3:55 pm	3:00 pm – 3:55 pm
Articulating Your AR Program And Analysts <ul style="list-style-type: none"> The status, value, objectives, and scale of your AR program The analysts you address and the value you seek from each The challenges that you and your spokespeople must tackle together 	1:55 pm – 2:05 pm	2:55 pm – 3:05 pm	3:55 pm – 4:05 pm	3:55 pm – 4:05 pm
Short Break	2:05 pm – 2:20 pm	3:05 pm – 3:20 pm	4:05 pm – 4:20 pm	4:05 pm – 4:20 pm
Explaining Interactions. Key Example: Briefings <ul style="list-style-type: none"> Continuous dialog via multiple interaction types The role of excitement in briefings Rehearse a spokesperson exercise: Most exciting briefing stories The misunderstood roles of messaging, and analyst feedback The role and content of customized briefings Rehearse a spokesperson exercise: Identifying a series of high impact briefing topics 	2:20 pm – 3:05 pm	3:20 pm – 4:05 pm	4:20 pm – 5:05 pm	4:20 pm – 5:05 pm
Q&A	3:05 pm – 3:25 pm	4:05 pm – 4:25 pm	5:05 pm – 5:25 pm	5:05 pm – 5:25 pm
Day 1 Wrap-Up	3:25 pm – 3:30 pm	4:25 pm – 4:30 pm	5:25 pm – 5:30 pm	5:25 pm – 5:30 pm

Training Great AR Spokespeople – European Virtual Workshop

Part 2 (Day 2) Thursday June 25, 2020. Time Zone Agenda

Agenda Session	GMT Zone	Central European Time	Eastern European Time	Moscow Time
Welcome And Introductions	11:00 am – 11:05 am	12:00 noon – 12:05 pm	1:00 pm – 1:05 pm	1:00 pm – 1:05 pm
Controlling Interactions. Key Example: Briefings <ul style="list-style-type: none"> • What really happens in analyst briefings? • Rehearse spokesperson exercises: Fixing real briefings • Preparing together for controlled briefings 	11:05 am – 12:05 pm	12:05 pm – 1:05 pm	1:05 pm – 2:05 pm	1:05 pm – 2:05 pm
Lasting Impact. Key Example: Briefings <ul style="list-style-type: none"> • How to make briefing content stick • The ramifications for briefing slideware • The role of spokesperson after a briefing 	12:05 pm – 12:35 pm	1:05 pm – 1:35 pm	2:05 pm – 2:35 pm	2:05 pm – 2:35 pm
Long Break	12:35 pm – 1:05 pm	1:35 pm – 2:05 pm	2:35 pm – 3:05 pm	2:35 pm – 3:05 pm
What Spokespeople Need To Know Beyond Briefings <ul style="list-style-type: none"> • Analyst days • Major analyst evaluations • Your AR customer reference program • Your executive buddy program • Inquiry, and strategy days • How your company handles sensitive information • Creating, keeping, and losing, analyst mindshare 	1:05 pm – 2:05 pm	2:05 pm – 3:05 pm	3:05 pm – 4:05 pm	3:05 pm – 4:05 pm
Short Break	2:05 pm – 2:20 pm	3:05 pm – 3:20 pm	4:05 pm – 4:20 pm	4:05 pm – 4:20 pm
Call To Spokesperson Action <ul style="list-style-type: none"> • Next steps for newly trained spokespersons • Reinforcing changes to your AR processes 	2:20 pm – 2:35 pm	3:20 pm – 3:35 pm	4:20 pm – 4:35 pm	4:20 pm – 4:35 pm
Role Play, Certification, And Continuous Improvement <ul style="list-style-type: none"> • Role play • Controlling spokespersons through certification • Training versus experience • Spokesperson certification and approval • Assessing spokesperson performance • Continuous spokesperson improvement 	2:35 pm – 3:25 pm	3:35 pm – 4:25 pm	4:35 pm – 5:25 pm	4:35 pm – 5:25 pm
Day 2 Wrap-Up	3:25 pm – 3:30 pm	4:25 pm – 4:30 pm	5:25 pm – 5:30 pm	5:25 pm – 5:30 pm