AR Program Creation – American Virtual Workshop Part 1 (Day 1) Day September 24, 2020. Time Zone Agenda

Agenda Session	Pacific Time	Mountain Time	Central Time	Eastern Time	Brasília Time
Workshop Technology Setup	8:30 am – 9:00 am	9:30 am – 10:00 am	10:30 am – 11:00 am	11:30 am – 12:00 noon	12:30 pm – 1:00 pm
Welcome And Introductions	9:00 am – 9:15 am	10:00 am – 10:15 am	11:00 am – 11:15 am	12:00 noon – 12:15 pm	1:00 pm – 1:15 pm
The Forrester Industry Analyst Relations Model (FIAR) • Pitfalls In AR Program Construction • FIAR Overview	9:15 am – 9:45 am	10:15 am – 10:45 am	11:15 am – 11:45 am	12:15 pm – 12:45 pm	1:15 pm – 1:45 pm
Short Break	9:45 am – 10:00 am	10:45 am – 11:00 am	11:45 am – 12:00 noon	12:45 pm – 1:00 pm	1:45 pm – 2:00 pm
The Forrester Industry Analyst Relations Model (FIAR) (Continued) • A FIAR Tool	10:00 am – 10:20 am	11:00 am – 11:20 am	12:00 noon – 12:20 pm	1:00 pm – 1:20 pm	2:00 pm – 2:20 pm
Driving AR Program Design From Corporate Business Goals • Defining Corporate Business Goals • Exercise: Identifying Corporate Business Goals	10:20 am – 10:55 am	11:20 am – 11:55 am	12:20 pm – 12:55 pm	1:20 pm – 1:55 pm	2:20 pm – 2:55 pm
Long Break	10:55 am – 11:25 am	11:55 am – 12:25 pm	12:55 pm – 1:25 pm	1:55 pm – 2:25 pm	2:55 pm – 3:25 pm
Planning To Deliver Business Value • AR Objectives • Exercise: Identifying AR Objectives • AR Key Performance Indicators (KPIs) • Exercise: Identifying AR KPIs	11:25 am – 12:35 pm	12:25 pm – 1:35 pm	1:25 pm – 2:35 pm	2:25 pm – 3:35 pm	3:25 pm – 4:35 pm
Planning AR Execution • AR Business Processes • Foundational FIAR Processes • Exercise: Identifying AR Business Processes	12:35 pm – 12:50 pm	1:35 pm – 1:50 pm	2:35 pm – 2:50 pm	3:35 pm – 3:50 pm	4:35 pm – 4:50 pm
Day 1 Wrap-Up	12:50 pm – 1:00 pm	1:50 pm – 2:00 pm	2:50 pm – 3:00 pm	3:50 pm – 4:00 pm	4:50 pm – 5:00 pm

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AR Program Creation – American Virtual Workshop Part 2 (Day 2) Day September 25, 2020. Time Zone Agenda

Agenda Session	Pacific Time	Mountain Time	Central Time	Eastern Time	Brasília Time
Welcome And Introductions	8:30 am – 8:35 am	9:30 am – 9:35 am	10:30 am – 10:35 am	11:30 am – 11:35 am	12:30 pm – 12:35 pm
Planning AR Execution (Continued) • Where do planners get planning w rong • Introducing Social AR	8:35 am – 8:45 am	9:35 am – 9:45 am	10:35 am – 10:45 am	11:35 am – 11:45 am	12:35 pm – 12:45 pm
AR Program Efficiency And Viability • Introduction To Cost- And Resource-Effective AR • Implications For Analyst Tiering, Spokespeople, Etc • Program Viability • Plans For Complex Vendors	8:45 am – 9:10 am	9:45 am – 10:10 am	10:45 am – 11:10 am	11:45 am – 12:10 pm	12:45 pm – 1:10 pm
Writing And Agreeing The AR Plan • The Purpose Of A Written AR Plan • AR Plan Structure And Forrester's AR Plan Template • AR Value Statements • Executive Buy In	9:10 am – 9:35 am	10:10 am – 10:35 am	11:10 am – 11:35 am	12:10 pm – 12:35 pm	1:10 pm – 1:35 pm
Deeper Insight Into The Goal/Process Spectrum • Need-chains	9:35 am – 10:05 am	10:35 am – 11:05 am	11:35 am – 12:05 pm	12:35 pm – 1:05 pm	1:35 pm – 2:05 pm
Short Break	10:05 am – 10:20 am	11:05 am – 11:20 am	12:05 pm – 12:20 pm	1:05 pm – 1:20 pm	2:05 pm – 2:20 pm
Deeper Insight Into The Goal/Process Spectrum (Continued) • Exercise: Exploring An AR Need-chain • Why-chains	10:20 am – 10:50 am	11:20 am – 11:50 am	12:20 pm – 12:50 pm	1:20 pm – 1:50 pm	2:20 pm – 2:50 pm
Track And Report Progress Against Plan • KPIs Versus Management Metrics • Choosing Your Tracking And Reporting Regime	10:50 am – 11:20 am	11:50 am – 12:20 pm	12:50 pm – 1:20 pm	1:50 pm – 2:20 pm	2:50 pm – 3:20 pm
Long Break	11:20 am – 11:50 am	12:20 pm – 12:50 pm	1:20 pm – 1:50 pm	2:20 pm – 2:50 pm	3:20 pm – 3:50 pm
Track And Report Progress Against Plan (Continued) • Milestones	11:50 am – 12:50 pm	12:50 pm – 1:50 pm	1:50 pm – 2:50 pm	2:50 pm – 3:50 pm	3:50 pm – 4:50 pm
Day 2 Wrap-Up	12:50 pm – 1:00 pm	1:50 pm – 2:00 pm	2:50 pm – 3:00 pm	3:50 pm – 4:00 pm	4:50 pm – 5:00 pm

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