AR Program Creation – European Virtual Workshop Part 1 (Day 1) Day September 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
The Forrester Industry Analyst Relations Model (FIAR) • Pitfalls In AR Program Construction • FIAR Overview • A FIAR Tool	11:45 am – 12:35 pm	12:45 pm – 1:35 pm	1:45 pm – 2:35 pm	1:45 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
Driving AR Program Design From Corporate Business Goals • Defining Corporate Business Goals • Exercise: Identifying Corporate Business Goals	1:05 pm – 1:40 pm	2:05 pm – 2:40 pm	3:05 pm – 3:40 pm	3:05 pm – 3:40 pm
Planning To Deliver Business Value • AR Objectives • Exercise: Identifying AR Objectives	1:40 pm – 2:15 pm	2:40 pm – 3:15 pm	3:40 pm – 4:15 pm	3:40 pm – 4:15 pm
Short Break	2:15 pm – 2:30 pm	3:15 pm – 3:30 pm	4:15 pm – 4:30 pm	4:15 pm – 4:30 pm
Planning To Deliver Business Value (Continued) • AR Key Performance Indicators (KPIs) • Exercise: Identifying AR KPIs	2:30 pm – 3:05 pm	3:30 pm – 4:05 pm	4:30 pm – 5:05 pm	4:30 pm – 5:05 pm
Planning AR Execution • AR Business Processes • Foundational FIAR Processes • Exercise: Identifying AR Business Processes	3:05 pm – 3:20 pm	4:05 pm – 4:20 pm	5:05 pm – 5:20 pm	5:05 pm – 5:20 pm
Day 1 Wrap-Up	3:20 pm – 3:30 pm	4:20 pm – 4:30 pm	5:20 pm – 5:30 pm	5:20 pm – 5:30 pm

AR Program Creation – European Virtual Workshop Part 2 (Day 2) Day September 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
Planning AR Execution (Continued) • Where do planners get planning wrong • Introducing Social AR	11:05 am – 11:15 am	12:05 pm – 12:15 pm	1:05 pm – 1:15 pm	1:05 pm – 1:15 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	11:15 am – 11:40 am	12:15 pm – 12:40 pm	1:15 pm – 1:40 pm	1:15 pm – 1:40 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	11:40 am – 12:05 pm	12:40 pm – 1:05 pm	1:40 pm – 2:05 pm	1:40 pm – 2:05 pm
Deeper Insight Into The Goal/Process Spectrum • Need-chains	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
Deeper Insight Into The Goal/Process Spectrum (Continued) • Exercise: Exploring An AR Need-chain • Why-chains	1:05 pm – 1:35 pm	2:05 pm – 2:35 pm	3:05 pm – 3:35 pm	3:05 pm – 3:35 pm
Track And Report Progress Against Plan • KPIs Versus Management Metrics • Choosing Your Tracking And Reporting Regime	1:35 pm – 2:05 pm	2:35 pm – 3:05 pm	3:35 pm – 4:05 pm	3:35 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
Track And Report Progress Against Plan (Continued) • Milestones	2:20 pm – 3:20 pm	3:20 pm – 4:20 pm	4:20 pm – 5:20 pm	4:20 pm – 5:20 pm
Day 2 Wrap-Up	3:20 pm – 3:30 pm	4:20 pm – 4:30 pm	5:20 pm – 5:30 pm	5:20 pm – 5:30 pm