

From the Ground Up:

Building an Analyst Relations Program

Jim Panagas

Director, PR & Analyst Relations – Kentico Software

May 12, 2016 | BMA Meeting | Milwaukee, Wisconsin



What size
company do you
work for?

- Small Business
- Midsize Company
- Large Corporation

Agenda

- About Me
- About my Company
- 12 Steps to Building a Successful Analyst Relations (AR) Program
- Recap
- A Few Announcements
- Q&A

About Me

- Marketing & Communications Executive
- Specializing in High Tech
- 25+ years of Experience
- Worked on both the Corporate & Agency Side
- Based in the Boston area
- Current Assignment: Director of PR & Analyst Relations for Kentico Software



About My Company

- Software Company Founded in 2004
- Privately Held
- Expertise in Content Management Systems (CMS), E-commerce, & Digital Marketing
- Offices in No. America, EMEA, & APAC
- 250 Employees
- Customers in 100 countries
- Global partner network
- Powering 25,000 websites around the world



About My Company

www.kentico.com

All-in-one CMS, E-commerce,
and Online Marketing platform

Kentico is the only fully integrated ASP.NET CMS, E-commerce, and Online Marketing platform that allows you to create cutting-edge websites, and fully optimize your digital customers' experiences across multiple channels. Kentico saves you time and resources so you can accomplish more.

[Learn more](#)



CMS

E-commerce

Online Marketing

So, Your Boss Has
Just Put You in
Charge of Analyst
Relations...



Let's Assume the Worst....

- You don't have any experience with analysts
- You're not sure how to get your arms around this new assignment
- You're beginning to feel very anxious



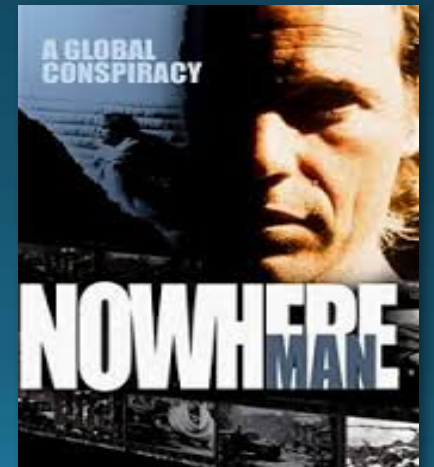
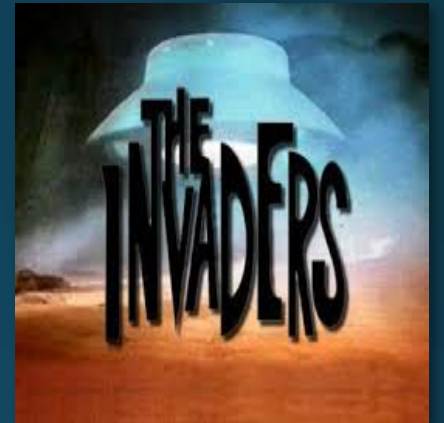
I. Don't be Overwhelmed by the Moment

Definition of anxiety:

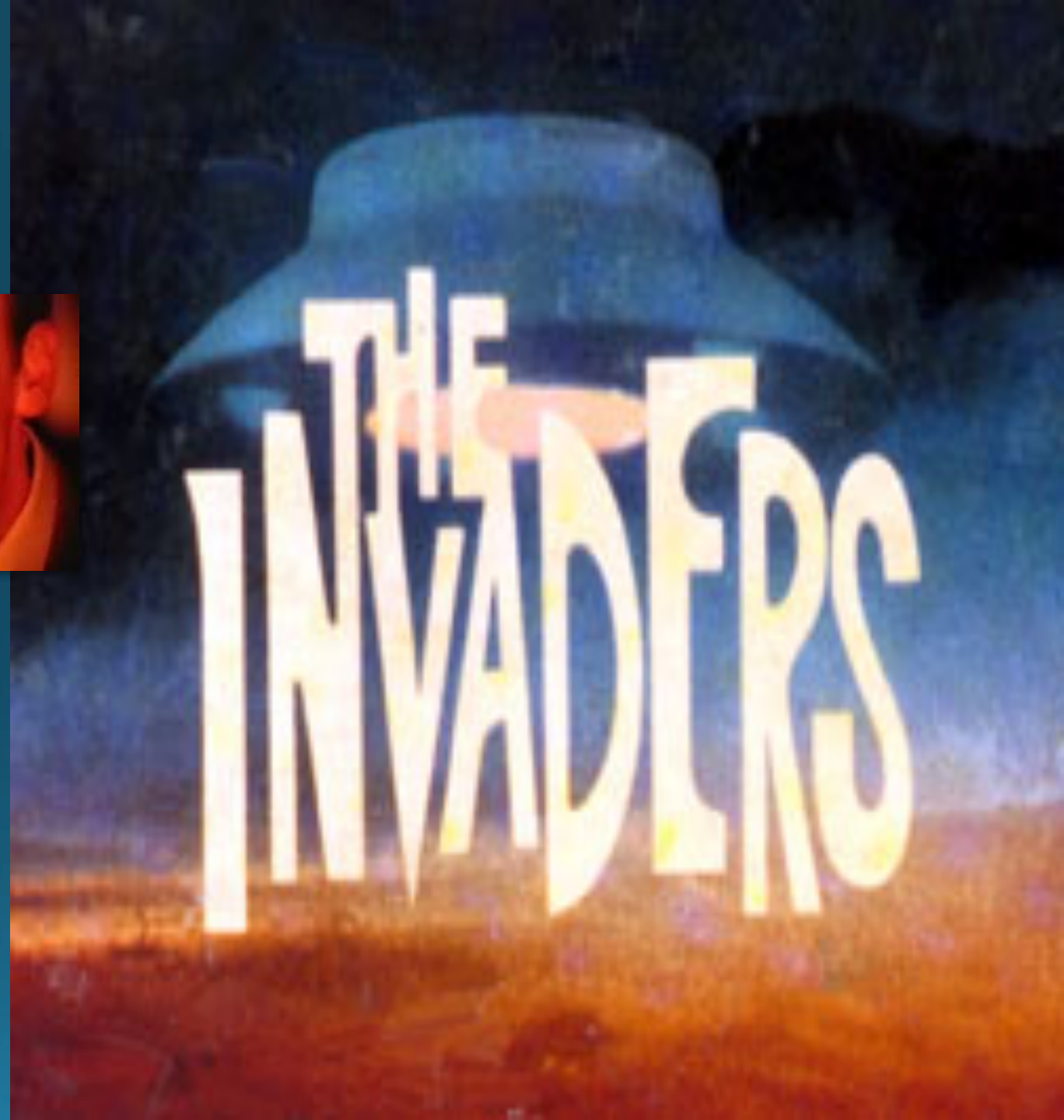
“Fear or nervousness about what might happen”

Speaking of fear and anxiety:

Two TV Shows from my Past



- **Lead Character:** David Vincent, architect
- **What He Did:** Witnessed a UFO landing
- **Storyline:**
 - Vincent tries to convince people that aliens from another planet are here and operating in the shadows
 - Meanwhile, they draw on seemingly unlimited resources to silence him



- **Lead Character** : Thomas Vale, photographer
- **What He Did**: Photographed something that the government didn't want people to see
- **Storyline**:
 - Shadowy government organization erases Vale's identity
 - They follow him no matter where he goes
 - They are always one step ahead of him
 - Their goal is to make him feel "disenfranchised"



Commonalities between those TV shows... and your situation

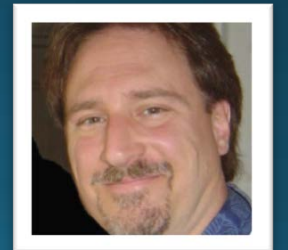
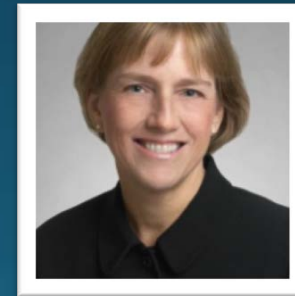
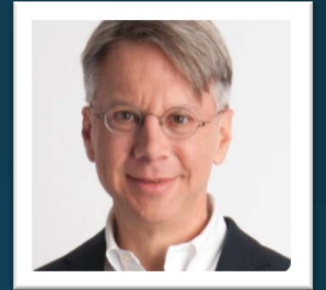
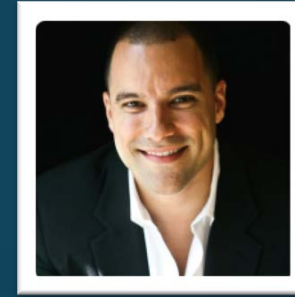
You feel like....

- You're dealing with a "shadowy" group of people (analysts) whom you don't know much about
- They know everything
- They have unlimited resources
- They are everywhere
- You, meanwhile, are on your own

The Good News:

Unlike these TV Shows, the people you are dealing with...

- Are not out to get you
- They're just doing their job
- And for the most part, they are pretty nice people!



II. Face your Fears – One by One

What Kind of Fears?

- Fear of the unknown
- Fear of failure
- Fear of saying the wrong thing
- Fear of doing this all by yourself
- Fear that the analyst is going to ask you something that you don't know
- Fear that you're out of your league
- Fear of losing your job



III. Make Sure all of your
up-front Questions
are Answered



Who are these Analysts?

- Come out of of the corporate world
- Experts in their field
- Heavily concentrated in U.S., offices worldwide
- Their mission is to counsel the firm's clients on the latest trends, technologies, and vendors
- They produce a lot of written research
- They speak at trade shows, conferences, and events
- They use various methods to help them differentiate between vendors

–Gartner “Magic Quadrant,” Forrester “Wave”

What happens if I don't call the analyst back or respond to his/her emails?

- They will move on to the next vendor or topic that they're working on
- They will assume that you don't want to engage with them
- An opportunity will be lost
- It will be more difficult to engage that analyst at a later date



Why Do Analysts Ask Such Difficult Questions?

- They are not trying to be difficult
- They are researching a company, industry, trend, or technology
- They are writing a report
- They are trying to differentiate between the various players



What Happens if I Can't Answer an Analyst's Question?

- Just tell them the truth – that you don't know but will find out for them
- Direct them to company's web pages or other resources that address the topic they are interested in
- Offer to connect them with a subject matter expert, member of the executive team, customer, or partner

Does My Company Have to Pay Analysts?

- No! If the analyst has initiated the communication, chances are that they are simply collecting data
- Typically, you can brief an analyst for free once or twice per year
- If you find an analyst firm that you connect with and that works well with your company, you may want to consider entering into a paid relationship with them

What Do Paid Analyst Engagements Cost?

- Paid analyst engagements can include:
 - Strategic counsel
 - Product planning
 - Pricing
 - Marketing assessments
 - Speaking engagements (conference or webinar)
 - White Papers
 - etc.
- Fee depends on the particular firm and the particular engagement
- One-off engagements such as a white paper are likely to run into the low to mid five figure range
- Year-long programs run into the low to mid six figures



Have you ever personally conducted an analyst briefing?

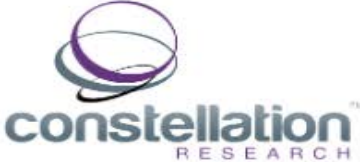
IV. Find Out Which Analysts/Firms are Covering your Market

Analyst Firms – Content Management Systems (CMS)



V. Do Some
Basic Research
into these Firms

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- Business Research Theme - - Business Role -

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April 7, 2016

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Primary Role

[Application Development & Delivery \(16\)](#)

ANALYSTS

[A](#) [B](#) [C](#) [D](#) [E](#) [F](#) [G](#) [H](#) [I](#) [J](#) [K](#) [L](#) [M](#) [N](#) [O](#) [P](#) [Q](#) [R](#) [S](#) [T](#) [U](#) [V](#) [W](#) [X](#) [Y](#) [Z](#)



Jennifer Adams



Fiona Adler

CUSTOMER
EXPERIENCE



Erna Alfred Liouzas

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Dane Anderson

CIO



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VICE PRESIDENT, PRINCIPAL ANALYST SERVING **APPLICATION DEVELOPMENT & DELIVERY PROFESSIONALS**

Blog: [Application Development & Delivery Blog](#)

Ted serves Application Development & Delivery Professionals. He has 27 years of experience in the technology industry, focusing on the effects of disruptive technologies on people and on businesses. His current research agenda analyzes the expanding role of content and... [\(Read Full Bio\)](#)

RESEARCH COVERAGE

Adobe Systems, Apple, BlackBerry, Cisco Systems, Citrix Systems, Collaboration Platforms, Dell, Enterprise Collaboration, Google, Hewlett-Packard (HP), IBM, Information Management

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Blog: [Application Development & Delivery Blog](#)

Ted serves Application Development & Delivery Professionals. He has 27 years of experience in the technology industry, focusing on the effects of disruptive technologies on people and on businesses. His current research agenda analyzes the expanding role of content and content delivery in a mobile-first, digital-always world, including the effects on web content management and digital experience delivery platforms.

Ted is the coauthor of *The Mobile Mind Shift: Engineer Your Business to Win in the Mobile Moment* (Groundswell Press, June 2014). Your customers now turn to their smartphones for everything. What's tomorrow's weather? Is the flight on time? Where's the nearest store, and is this product cheaper there? Whatever the question, the answer is on the phone. This Pavlovian response is the mobile mind shift — the expectation that I can get what I want, anytime, in my immediate context. Your new battleground for customers is this mobile moment — the instant in which your customer is seeking an answer. If you're there for them, they'll love you; if you're not, you'll lose their business. Both entrepreneurial companies like Dropbox and huge corporations like Nestlé are winning in that mobile moment. Are you?

Ted is also the coauthor of *Empowered: Unleash Your Employees, Energize Your Customers, and Transform Your Business* (Harvard Business Review Press, September 2010). Social, mobile, video, and cloud Internet services give consumers and business customers more information power than ever before. To win customer trust, companies must empower their employees to directly engage with customers using these same technologies.

Previous Work Experience

Previously, Ted analyzed the consumerization of IT and its impact on a mobile-first workforce, the future of file services in a mobile-first, cloud-enabled world, mobile collaboration tools, workforce technology adoption and use, and the rise of cognitive computing. In 2009, Ted launched Forrester's Workforce Technology Assessment, the industry's first benchmark survey of workforce technology adoption. This quantitative approach helps professionals and the teams they work with have a fact-based conversation about employees' technology adoption.

Prior to joining Forrester in April 1997, Ted was a cofounder of Phios, an MIT spinoff. Before that, Ted worked for eight years as CTO and director of engineering for a software company serving the healthcare industry. Early in his career, Ted was a singer and bass player for Crash Davenport, a successful Maryland-based rock-and-roll band.

RESEARCH COVERAGE

Adobe Systems, Apple, BlackBerry, Cisco Systems, Citrix Systems, Collaboration Platforms, Dell, Enterprise Collaboration, Google, Hewlett-Packard (HP), IBM, Information Management

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Anderson, Dane S.	Outsourcing & IT Services
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To enable their enterprises to seize digital business...

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Analyst Profile

Analysts / Find an Analyst / Analyst Profile



Mick MacComascaigh
Research VP

8 years at Gartner , 25 years industry experience
Munchen Germany

Roles and Responsibilities

Mick MacComascaigh is a Research VP with Gartner and the Lead Analyst for Web content management (WCM). Mr. MacComascaigh's entrance into information management was during his time as a Research Fellow in the area of nuclear fusion, following which he dedicated much of his career helping clients in the roles of trainer, support engineer, technical architect and business development manager. He now applies this array of experience and expertise to helping clients with all phases of the solution life cycle required to develop the right digital strategy for their organizations. His research therefore not only focuses on WCM, but also considers those technologies and best practices that pertain to the broader solution landscape on which such strategies should be based.

Mick MacComascaigh's Recent Gartner Activity

Latest Research

Digitalization Is Shaping the Future of Web Content Management
21-Dec-2015

Toolkit: RFP Template for a Web Content Management Software Solution
25-Sep-2015

Critical Capabilities for Web Content Management
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April 14, 2016 | Joana van den Brink-Quintanilha, Oliwia Berdak

Forrester's CX Index benchmarks how effectively more than 900 brands across 18 industries in eight countries deliver experiences that strengthen loyalty. While the data shows plenty...

Your interests: Customer Experience

Build An Empowered Digital Media Buying Team

April 14, 2016 | Richard Joyce

Omnichannel digital media buying requires marketers to embrace new processes, partnerships, and staffing. The organization report of the digital media buying playbook helps B2C...

Your interests: Digital Marketing



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Suite v. Best-of-Breed: A Question of Complexity

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Our speakers are active stakeholders in some part of our industry. The biggest benefit in presenting at our conferences is to share experiences and network with your peers, and to interact with the most influential community of content management, digital marketing, and technology experts in the industry. Because of the high quality of our speakers, we promote many of them and their backgrounds in email and on our website through our Speaker Spotlights.

We cover a broad range of technologies and topics and pay close attention to intersecting roles and skill sets that are found in leading companies, such as marketing technologists, content strategists, and data analysts/scientists. Tracks this year include:

- Content, Marketing, and Customer Experience
- Content, Collaboration, and Digital Workplace Experience
- Technologies for Content, Marketing, and Digital Experience
- Re-imagining Digital Strategies for Publishing and Media

If you are interested in participating in this year's event, please submit your speaking proposal as soon as possible, but **no later than May 6**. For more information about our process, please [visit our site](#).

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VI. Associate Names with Faces

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Gavin Tay
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Dr. Natalie Petouhoff
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Jim Murphy
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Matt Papertsian
SiriusDecisions



Gil Canare
SiriusDecisions



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What Do Analysts Want Us to Know About Them?

- Posed this question to an analyst over breakfast just last week and here's what he said...
 - "We're real people"
 - "Get to know us"
 - "Chat with us on a regular basis"
 - "Share knowledge and information with us"

Okay....

You Know who the Analysts are
and What Firms They Work for...

Now What?

VII. Increase your Comfort Level with Analysts

Attend Analyst Events

MARKETING 2016
Forum For Marketing Leaders #FORRMktg
Tuesday, April 26, 2016 - Wednesday, April 27, 2016 - New York, NY

overview agenda speakers sponsors travel info

FORRESTER EVENTS
MARKETING 2016

Deliver Your Brand Promise In Every Customer Touchpoint

As digital technologies empower independence and fragment attention, modern marketing teams must deepen their understanding of their rapidly evolving digital customers. Marketing professionals will learn how to master available options for technologies, agencies, and suppliers in today's complex marketing ecosystems and orchestrate powerful marketing campaigns and tactics across multiple channels and platforms.

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ABOUT THE FORUM
Today's marketing professionals must navigate a dramatically changing environment, riddled by three seismic forces:
- New behaviors and expectations of customers as digital technologies empower their independence and fragment their attention.
- New tools and technologies that are rapidly changing the day-to-day practice and effectiveness of marketing.
- New skills and organizational demands that are re-making the modern marketing team.

Who Should Attend?
- Marketing leaders with brand responsibilities.
- VPs and directors of marketing communications and media.
- VPs and directors of digital and interactive marketing.
- Senior marketing leaders responsible for marketing innovation.

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Date: May 24 - 27, 2016
Location: Gaylord Opryland Hotel | Nashville, TN

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Practical Advice: Seven Guidelines for Delivering Great Customer Experiences

1

Map and understand the value of each step in the customer journey

2

Focus on transactions and value creation opportunities

3

Look for gaps and handoffs, quantify & prioritize

4

Ensure your content delivery infrastructure aligns with your operational business requirements

5

Integrate campaign planning & management with analytics, rules based decisioning and optimization

6

Organizational alignment is mission critical and is much more than "just a marketing problem"

7

Build measurable test & learn metrics into each customer interaction

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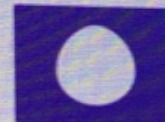
Attend Analyst Events

Resist
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sires,
to you.



RT @ExperianMkt: At #GartnerDMC this week! Stop by booth 25 to learn how the Marketing Suite can help you create more intelligent interacti...

Janet Bryant @JanetBryant · 9 minutes ago



Wish I was here! [twitter.com/mvitucci...](https://twitter.com/mvitucci)

Monica Brown @BomQueens · 9 minutes ago



RT @GartnerDigital: Registration is in full swing at #GartnerDMC. Don't forget to get breakfast & #coffee! #digitalmarketing <http://t.co/ER...>



KT Business @business_kt · 10 minutes ago



The Personality of Bimodal IT: Nurture Is Stronger Than Nature - Smarter With Gartner gartner.com/smarte... via @GartnerDigital

Chris Stillner @ChrisS_gartner · 3 minutes ago



At #GartnerDMC? Be sure to catch @Akeroyd speak today at noon! Grab some lunch and head over.



Eloqua @Eloqua · 4 minutes ago

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VIII. Build Relationships with a few Key Analysts

Build Relationships with Key Analysts

- Brief analysts 1-2x per year
- Balance the privacy needs of your company vs. the information needs of the analyst community
- Present your company in the best possible light
- Give analyst emails and phone calls top priority
- Present analysts with options: offer to connect them with your execs, customers, partners, etc.
- Get PR agency involved with your AR program
- Be more responsive and helpful than your competitors

IX. Think Outside of the Box

Think Outside of the Box

- Connect analysts with members of your executive team at every opportunity
- Keep analysts abreast of what your company is doing and where i.e. trade shows, user conference, seminar, partner meeting, webcast
- Let analysts know about particularly interesting customers and partners
- Make sure analysts are aware of new surveys or research
- Follow key analysts on social media
- Be both proactive and reactive

“Think Outside of the Box” Example:

- Kentico Partner invited me to appear on Web-based TV show called “CMS-Connected”
- Panel Discussion
- They gave me the opportunity to invite an analyst – so I extended the invitation to Jim Lundy of Aragon Research

NEXT SHOW IN 1 DAY ▾

Click here to [Ask Scott Liewehr a Question](#) on the upcoming show



How CMS Vendors Need to Sell Themselves in Today's Marketplace

🕒 Friday, Feb 26th 9:30am PT / 12:30pm ET

📅 [Add to Calendar](#)

🔔 [Show Reminder](#)



With literally hundreds of CMS solutions to choose from and new mystifying buzzwords continually popping up like Digital Transformation, The Customer Journey, and Omni-Channel Marketing, how does one stand out against all the noise and confusion? Join the conversation on February 26th with [Stephen Saber](#), [Scott Liewehr](#), and special guests [Jim Panagas](#) and [Jim Lundy](#) as they discuss how vendors need to sell their CMS technology successfully to get noticed in today's bloated marketplace.

Also, in the Vendor Spotlight segment, Amy Martyn from [Falcon-Software](#) will be reviewing Salesforce Marketing Cloud, aka ExactTarget.

With Special Guests:



JIM LUNDY

Jim Lundy is the founder, CEO and Lead analyst at Aragon Research Inc. Proven Technology Visionary and seasoned Business Professional with a track record of analyzing markets and helping clients with technology and strategy decisions.



JIM PANAGAS

Jim Panagas is a senior marketing and communications professional who has dedicated his career to solving B2B marketing problems for software and technology businesses across North America. Jim currently manages PR & Analyst Relations for Kentico Software.

 TWEET US
LIVE
during the show using

[@cmsconnected](#)

“Think Outside of the Box” Example:

- The entire opportunity came about because of the AR program and associated relationships built over the previous year



X. Give Your Program
Time to Work

Give Your AR Program Time to Work

- Don't expect to see immediate results
- Good AR programs take 1-2 years to get up and running
- Stay the course; resist calls to "pull the plug"
- Give analysts top priority; if they contact you, be sure to respond promptly
- Make sure everyone in the company who interacts with analysts goes through you first

XI. Develop Best Practices

Develop Best Practices

- Get to know analysts' schedulers and assistants
- Take advantage of every opportunity to meet analysts face to face
- Assemble a list of "go to" execs and subject matter experts inside your company
- Build a spreadsheet or database of the analysts in your market
- Log every interaction (phone call or email exchange) that you have with each analyst

Build Your Own Analyst Database

- Marketing Evangelist
- Copywriters
- Partners Marketing
- Manuals and guides
- Events
- Marketing Offsite Meetings
- Streamline
- PR & Analyst Relations Home
 - APAC-Gartner Analysts
 - APAC-IDC Australia
 - EMEA-Bloor Research
 - EMEA-Creative Intellect Consulting (CIC)
 - EMEA-Freeform Dynamics
 - EMEA-IDC Czech Republic
 - EMEA-Frost & Sullivan
 - EMEA-Gartner Analysts
 - EMEA-IDC Benelux
 - EMEA-Ovum
 - EMEA-Quocirca
 - No. America-451 Research
 - No. America-Aberdeen Group
 - No. America-Altimeter Group
 - No. America-Aragon Research
 - No. America-ARS Logica
 - No. America-Constellation Research
 - No. America-Digital Clarity Group
 - No. America-Forrester Research, Inc.
 - No. America-Gartner Group (Content Management)
 - No. America-Gartner (Digital Marketing)
 - No. America-Gartner Group (Portals)
 - No. America-Gleanster
 - No. America-International Data Corporation (IDC)
 - No. America-J. Boye
 - No. America-MarketsandMarkets
 - No. America-Nemertes Research Group
 - No. America-Outsell / Gilbane
 - No. America-Sirius Decisions**
 - No. America-Gartner Magic Quadrant for Web Content Management
 - How-to articles
 - Working / Temporary

No. America-Sirius Decisions

Created by James Panagas, last modified on Dec 22, 2015



Matthew Papertsian

Service Director, Emerging Growth Strategies

Matthew is a dynamic marketing and sales professional with more than 21 years of experience. He joined the SiriusDecisions team in April 2011 and comes with a broad spectrum of b-to-b expertise, managing teams to drive regional, national and global marketing for large software firms as well as early-stage companies. His experience includes developing, managing and executing multi-touch, multi-trigger, inbound and outbound campaigns for enterprise sales, OEM, channel, services and training teams to a broad range of audiences. He also has experience managing analyst and public relations, inbound marketing, search engine marketing and telemarketing teams, both internal and external.

Prior to joining SiriusDecisions, Matthew was senior director of global marketing for Pentaho Corporation, the world leader in open source business intelligence. At Pentaho he initiated and managed joint campaigns with firms such as Accenture, Capgemini, Intel, Sun Microsystems, Ingres, Netezza, Cloudera and Vertica. Matthew directed the development of new sales and marketing automation systems, designed and implemented new sales and partner enablement processes as well as multi-trigger-based lead nurturing campaigns. These efforts helped to double revenue for Pentaho for three consecutive years.

Matthew has also held senior marketing and sales roles at Cartesis, Business Objects, and Esoft Consulting, an SAP Company.

Matthew received an MBA from Baruch College with concentrations in international marketing and management and a BA from The George Washington University.



Gil Canare

Research Director

Gil has 15 years of experience defining and implementing marketing strategy for multinational companies across traditional and digital vehicles and channels. He has architected and managed global marketing teams and infrastructures, including online, marketing automation, globalization and marketing operations.

Prior to joining SiriusDecisions, Gil led marketing and technology teams at Advanced Micro Devices (AMD) and was responsible for global functions including campaign program management, digital marketing and technology infrastructure. Previously, he managed strategy, client services and production at full-service agencies working with global brands like Dell, 3M and Marriot to develop and deliver branding and demand generation programs. Gil has a BBA in accounting from the University of Texas at Austin.

Contact Log

12/21/2015 - (Jim Panagas) Did third consecutive briefing, this time focusing exclusively on Kentico E-Commerce capabilities. Eric Webb did the demo. Here's a synopsis of what was covered and what questions were asked:

- How do we interface with other corporate systems i.e. DAM, ERP, PIN, etc.?
- Does our ECommerce integrate to these other systems? Yes - all accessible through our API

How would we handle:

- Companies that normally don't deal in ecommerce
- Sell Big ticket items directly but will sell you supplies for it via commerce site
- How do we integrate commerce into the rest of the site?
- Can we simply add a "buy now" button?
- How do we bridge those two sets of experiences?

Eric: our system connects product and content (structured and freeform). Add whatever characteristics you need to Ecommerce module so that they match product features coming from marketing. Ends reliance on programmers.

- Watches - group A, B, C. Can we have promotion apply to entire grouping? Yes.
- Product updates less often; pricing/promotions updated more frequently
- From SiriusDecisions analyst: "I don't need to be a developer in order to understand how to connect the dots"
- "Would we have this same level of functionality if we were connecting to an outside system?" Eric - Yes

- Payment methods
- Tax rates
- Hooking into Avalara system for sales tax rates down to the municipality level

- Personalization aspect
- Clients interested in sharing things
- Offer parts that are about to go obsolete
- Manuals going obsolete
- Know who you are
- What your last order looked like
- Not necessarily an commerce feature but more content personalization
- Add ons

XII. Don't Re-Invent the Wheel;
Learn from your Colleagues

Pearls of Wisdom from Colleagues

“Analysts need what’s behind the story. They need to understand the rationale behind your company’s solutions. They need to intimately understand your strategy, message and execution. **This behind the scenes sharing is the aspect that many companies and executives fail to understand.** The CEO should treat the analyst as a neutral sounding board.”

Linda Vande Vrede
Outside Perspective
Communications
Scottsdale, AZ
linda@
lindavandevrede.com

Pearls of Wisdom from Colleagues

“Analysts are relied upon to separate the hype from reality. Quotes and perspectives from an analyst are often more valued than an executive or company interviewee.”

Howard Sholkin
Sholkin Consulting
Newton, MA
howard@
sholkinconsulting.com

Pearls of Wisdom from Colleagues

“The analyst is in a position to become a company's advocate and promoter, **singing a company's praises to key influencers and decision-makers.**

Analysts are a small segment of the overall audience targeted by a company's public relations team, but giant in importance.”

Jean Clement
Limelight PR
Menifee, CA
jean@
limelightPR.com

Pearls of Wisdom from Colleagues

“The benefits of an AR program :

- **First**, the good analysts are out talking to your prospects all the time; they have a pulse on market requirements. Learn from them.
- **Second**, a top research firm like Gartner can provide much needed independent validation of your technology.
- **Third**, venture capital firms consult with top analysts frequently. A solid reputation with the right analysts will facilitate funding efforts.”

Susan Roberts
Strata Consulting
Services
sroberts@
paradigm4.com

Pearls of Wisdom from Colleagues

“Analyst bodies like Gartner, IDC, and Forester have a tremendous amount of influence over technology purchasing decisions. **Technology providers that do not actively engage with relevant analysts do so at their own peril.** They risk being misrepresented, or worse still, not being represented at all by credible industry information sources.”

Paul Manser

Mulberry Communications

Sydney, Australia

pmanser@mulberrymc.com

Pearls of Wisdom from Colleagues

“Here’s how your PR firm can help with your AR Program. They can:

- Identify the analysts you need to get in front of
- Help refine your corporate story and presentation
- Secure briefings with relevant firms
- Provide feedback
- Help manage analyst relationships moving forward”

Chris Blake

MSR Communications

San Francisco, CA

chris@

msrcommunications.com

Recap

- I. Don't be overwhelmed by the moment
- II. Face your fears, one by one
- III. Make sure that all of your up-front questions are answered
- IV. Find out which analysts cover your market
- V. Do some basic research into these firms
 - Visit analyst websites
 - Read analyst bios
 - Sign up for analyst newsletters & event announcements

Recap

- VI. Associate names with faces
- VII. Increase your comfort level with analysts
 - Attend analyst webinars, seminars, and events
- VIII. Build relationships with a few key analysts
- IX. Think outside the box
- X. Give your Analyst Relations program time to work
- XI. Develop Best Practices
- XII. Don't re-invent the wheel; learn from your colleagues

Announcements

Wisconsin Kentico User Group

Inaugural Meetings:

- APPLETON, WI – Tuesday, May 24th at 5:30PM
- MILWAUKEE, WI – Tuesday, June 7th at 5:30 PM

Details & Registration:

www.meetup.com/WI-Kentico-User-Group

“The WI Kentico User Group is a community focused on knowledge sharing around Kentico products. Users of all levels are welcome to join at any time – from those just getting started to those who have been rockin' and rollin' with Kentico.”



Interested in Learning More about Kentico?

Speak with:

Jessica MacRoberts

Territory Sales Manager

Kentico Software

Office: (603) 325-0635

Mobile: (603) 341-0570

JessicaM@kentico.com



Book Giveaway

Question:

How many people work in the technology industry in the United States?



Influencing the Influencers

Best Practices for Building Valuable Relationships
with Technology Industry Analysts

by William S. Hopkins

Questions or Comments?

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Feel free to contact me