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# Development Workshop Service



## What is the Kea Company Development Workshop?

**The Kea Company Development Workshop allows you to bring your Analyst Relations programme up to the next level.**

Your team's feedback, collected through our online audit, spotlights the opportunities. We use our insights into analyst relations best practice and our substantial training resources to prepare a custom workshop focused on developing knowledge and plans for success.

When you engage Kea Company, the world's largest Analyst Relations consultancy, our

unique expertise combines with your own insights. Our Development Workshop shows you how your Analyst Relations team is working across every area of analyst relations practice. The workshop takes you through your successes and the risks, leaving you with plans and options for development.

As a result, you will be able to evaluate new opportunities to improve your Analyst Relations. The workshop allows you to choose the topics you would your team like to focus on, either in the short term or in the long term.

The logo for Kea, featuring the word "kea" in a lowercase, sans-serif font. The letters are colored in a gradient from yellow to orange.

## Your Benefits

### What insights will you gain?

Your team will get answers to its most important questions. For example, our clients often ask how can they ...

- ... Become a strategic partner with analysts?
- ... Build stronger relationships with sales people?
- ... Get more value out of ARchitect Express or other CRM tools?
- ... Bring the Analyst Relations processes up to the next level of success?
- ... Invest their budget more efficiently?

**As a result, the Development Workshop provides:**

- More customised development than off-the-shelf training
- An engaging conversation, rather than a passive presentation
- Clearer outcomes and options.

### How does the Kea Company Development Workshop work?

Our service is split into three stages which help you to discover what sort of value you deliver to the rest of the organization: an outline audit; the development workshop itself, and follow-up reviews.

## Stage 1 IDEAL Diagnostic Audit

**The main part of the first stage of our Development Workshop is the IDEAL Diagnostic Audit.**

It is a 100-question-study which members of your Analyst Relations team complete online. The answers will give us a deep insight into your analyst relations strategies.

You will be asked valuable questions and the answers will have an important impact on our next steps to make you even more successful.

**A few questions mentioned in our IDEAL Diagnostic Audit...**

- ... How effectively are you targeting?
- ... Are you meeting the analyst's needs?
- ... Do you give the analysts all the information they need to be able to recommend you to buyers?





## DEVELOPING WORKSHOP SERVICE

### Stage 2 Workshop Day

This stage is the major part of our service. We use the results of the IDEAL Diagnostic Audit to focus your team on identifying new opportunities and solutions for your Analyst Relations programme. We will spend a whole day with you and interactively develop strategies and tactics.

For teams aiming at IIAR certification, the workshop can also include a review of best practice. If chosen, the review includes IIAR certification and membership fees for attendees.

By focusing on the most important things we will be able to solve bottleneck that are probably affecting different elements of your Analyst Relations processes and your relationships with stakeholders. Together, we will create a step-by-step plan about how to resolve these challenges to bring you up to the next level of success.

### Stage 3 Follow-Up Plan

Our last stage includes a follow-up plan where we identify opportunities to allow the team to continue to move forward.

The plan is delivered as a detailed report with prioritised recommendations and suggested timeline. Typical Workshop Day Agenda

#### Typical Workshop Day Agenda

##### **Analysis**

- Showing the results of the IDEAL Diagnostic Audit as a PowerPoint presentation
- Discussing the results and answering valuable questions

##### **Opportunity identification**

- Interactive whiteboard work
- Summary of the results

##### **Task identification.**

- Interactive work through the tasks
- Set priorities

##### **Agreements and commitments**

- Confirm and agree as a team what should be done
- Set timetable for actions.

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***The Kea Company Certificate of Continuous Professional Development is available to attendees upon request. The CPD certificate counts towards many industry CPD schemes, including those for members of the BCS (3.5 points), CIM (7 hours) and CIPR (10 points).***



## About Kea Company

We are a global advisory firm delivering influencer relations and strategic guidance for providers of high tech products and services. Our professionals gained their industry insights through years of experience as influencer relations professionals, IT industry analysts and business executives. Whether you are a well-established vendor, or an emerging yet ambitious - technology provider, we can handle your influencer relations requirements.

Our company is founded and managed by people with unequalled knowledge of the inner workings and processes in global research firms like Gartner, Ovum, IDC and Forrester. We have comprehensive, hands-on experience with analyst relations from multiple perspectives.

## We can demonstrate a proven track record...

- ... as associates within several renowned analyst firms
- ... as marketing and AR managers at several successful technology providers
- ... as IT and business managers at large enterprise organizations
- ... as authors of research papers on AR and two bestseller books: *"Win Them Over"* by Dr. Efreem Mallach and *"Industry Analyst Relations – an extension to PR"* by Duncan Chapple.

**Our team knows, like no other, why tech providers succeed in their Analyst Relations efforts.**

**We help our customers do it right.**

### Contact us now

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### Connect with us online

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