

Analyst Relations Master Class



The AR Master Class focuses on building and defending an analyst relations programme and indirectly builds on the other three courses Kea offers which focus on different aspects of building relationships with analysts.

BENEFITS:

Discussions on real scenarios, issues and specific points of interest will be embedded within the core topics, allowing participants to gain true insight into the subject area discussed. This invaluable use of examples is thanks to the Master Class operating under the Chatham House rule of confidentiality; on their return from the class, participants cannot attribute any comment made to any identifiable participant or sponsoring firm.



ANALYST RELATIONS MASTER CLASS

CONTENT:

The four core elements of the day address:

- ▶ 'Selling' analyst relations internally,
- ▶ Proving the value of analyst relations internally,
- ▶ Ethical and commercial interactions with analyst firms,
- ▶ Connections between analyst relations with PR, IR, sales and internal communications.

Materials:

- ▶ 1. 'First Among Equals' by Patrick J. McKenna and David H. Maister
- ▶ 2. Presentation packet summarizing key learning objectives of the seminar
- ▶ 3. Webinar specifically formatted for the subject content

Certification:

Upon completion of this course, you will have demonstrated the qualification needed to earn a certificate for continuing professional development.

Fee: £1,000

Testimonials:

I have been working with Duncan over the course of many years, and there's a reason for that. Duncan's ability to not only develop strategy but transform it into actionable steps is quite impressive. He has a very specific understanding of influencer strategies and putting them into practice across a variety of different verticals. Add to this his amicability in operation and his ability to be one or two steps ahead in thinking, then I think most people will be able to appreciate why Duncan springs to mind immediately whenever a question around market influence is on the table.

- Maghed Fahmy

Duncan is a "household name" in the analyst relations field. Everybody in the industry knows him and it is my pleasure to write this recommendation. Duncan has an excellent understanding of how to develop brand equity through influencer marketing, social media, analyst relations and market research. Duncan's ability to see the market's big picture and his daily contact with the influencer community makes him one of the key thought leaders in analyst relations in the UK.

- Jean-Christophe Bodhuin

Duncan is a brilliant marketing strategist and is someone I regularly would consult on marketing and business development strategy. He continually stretches the client's thinking and is able to bring out the best in teams and individuals. He combines both analytical skills and expertise, with empathy and sensitivity. He is excellent at market positioning and competitive analysis. Duncan knows both when to empower others and when to take charge in implementing solutions.

- Frances Nicholls





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Biography:

Duncan Chapple researches market influence and technology innovation. He leads global influencer market research at Kea Company. Duncan helps high-growth companies to use relationships to influence customers, channel partners and third-party sales recommenders like analysts, advisors and consultants. Chapple is also employed as a researcher, and faculty member teaching masters students, at the University of Edinburgh Business School where he is completing his Ph.D.

He has developed European analyst relations and influencer marketing programs, targeting media, analysts, and investors, for over 100 companies including BT, Cisco, Fujitsu, HP, IBM, and Unisys. An expert in the international evaluation of influencer and analyst relations, Chapple co-founded the Institute for Industry Analyst Relations in 2006 and remains one of

fewer than 20 people worldwide with the elite IIAR professional certification.

Duncan completed his MBA at Dartmouth College and London Business School, where he served on the LBS international alumni council until 2016. He has also qualified as a Chartered Marketer and a full Member of the Association of Business Psychologists.

Chapple is an alumnus of City, University of London, Deloitte, King's College London, Nottingham Trent University (where he is Alumni Fellow), UCLA, the University of the Arts and six "triple crown" business schools (Ashridge, Cass, EDHEC, London, Alliance Manchester and Newcastle).





curious | intelligent | resourceful

About Kea Company

We are the world's largest 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. Efrem 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

Kea Company

contact@keacompany.com

+49 2871 476 1196

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Blog: influencerrelations.com

