

Building Analyst Relations Momentum



The course identifies a range of strategies for developing operational excellence. These include enquiry workflow, optimizing analyst event and summits, selecting and optimizing analyst databases and CRM tools, message testing and improving analyst newsletters and extranets.

BENEFITS:

Enabling AR professionals to gain insider knowledge to sway IT industry analysts' opinion of their company. Insights into speed project implementation and decision-making are key to building a solid analyst relations foundation, helping to gain momentum with key industry analysts.



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Content:

The seminar explains how AR professionals can accelerate their results by using IDEAL, the best practice methodology for analyst relations. This isn't an introductory course, but one that aims to build managers' capacities to answer the most challenging questions about the execution of AR strategies.

- ▶ What makes analysts recommend firms to buyers?
- ▶ Which communication methods should you use more, or less?
- ▶ How to leverage analysts to develop strategy, reputation and profitability
- ▶ Developing AR momentum and operational excellence
- ▶ Selecting and using Databases & CRM tools
- ▶ Perfecting analyst newsletters and extranets
- ▶ Controlling and managing enquiries
- ▶ Getting the most out of analyst summits and conferences
- ▶ How to anticipate and test the impact of your messages in each briefing
- ▶ Measuring your AR program success

Materials:

- ▶ *'Win Them Over'* by Efrem Malloch
- ▶ Presentation packet summarizing key learning objectives of the seminar
- ▶ 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





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Testimonials:

Duncan is a leader in analyst relations and influencer marketing communities in London and abroad. He is having a huge success helping brands create materials, strategies and outreach that develop brand equity through influencer marketing, social media, analyst relations, market research and other marketing activities. His recent work has looked at how thought leadership and competitive analysis can influence customers, channel partners and third-party advisors like analysts, advisors and consultants. He is also a great team leader able to motivate and get the best out of his people. His experience across cultures makes him the perfect

professional to work in different contexts and markets. He definitely is THE global expert of analyst relations and influencer marketing.

- Ilaria Pasquinelli

Duncan brings excellent insights into the areas of thought leadership and external influencing, providing strategic value to programmes focused on partners and third-party advisors, including analysts, advisors and consultants. In addition, Duncan is highly professional, and a pleasure to work with

.- Catherine Luckman

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 IAR 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

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