

# Influencing Analyst Relations Worldwide



**This foundation program outlines the impact of analysts, how they work and how to organize analyst relations outreach. Influencing the influencers from analyst firms from around the world is no simple task. Scheduling a meeting is the easy part: shaping the analyst opinions of your company and its products and services takes time and focus.**

## **Benefits:**

By understanding the core information needs of these leading market influencers, analyst relations' managers and company executives are in a better position to influence opinions and shape market views. Participants will obtain insider knowledge to develop common practices across AR, IR and PR and learn to measure the influencers' words to gauge their true perception of your company. In the future, participants can then use that knowledge to develop strategies and tactics that change the way AR influencers think about your company.



## INFLUENCING ANALYST RELATIONS WORLDWIDE

### Content:

The first part of the course defines who analysts are, what they do, why they influence high technology markets and how analyst relations programs can be organized. The second part of the program focuses on advanced techniques for selecting and prioritizing individual analysts and for briefing them. The course includes methods for reviewing and developing appropriate, effective briefing materials and emphasizes the ten key rules for preparing spokespeople.

The full-day seminar is an intensive course aimed at professionals looking for a strong foundation in analyst relations. While not focussed on those preparing for the IIAR's certification process, the session covers many of the topics covered by the IIAR's study guide.

The event includes refreshments and a light lunch. To assist continuing professional development, the course also includes:

- ▶ Optional entry in the IIAR's certification test (normally 100 pounds), which you can sit any time in the following year
- ▶ One year's membership to the IIAR (normally 200 pounds)
- ▶ Membership of the Analyst Relations Forum on LinkedIn

- ▶ *'Win Them Over'*, Efreem Mallach's classic work on Analyst Relations
- ▶ *'Industry Analyst Relations'*, Duncan Chapple and Ralf Leinemann's best-seller
- ▶ Two follow-up webinars with course tutor Duncan Chapple.

### Materials:

- ▶ *'Industry Analyst Relations'* by Duncan Chapple and Ralf Leinemann
- ▶ Presentation packet summarizing key learning objectives of the seminar
- ▶ Optional: webinar delivery 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 was a pleasure to consult with - a visionary and strategic thinker who articulates complex situations with clarity and simplicity. His passion for customer / community building and competitive analysis sets him apart in a crowded space. He is also a recognised thought leader across the analyst relations and marketing communities, particularly in the SE of England*

*- Dan Purvis*

*Duncan has an excellent aptitude for getting to the heart of the matter fast. Whether it's competitive analysis, market research, analyst relations or*

*strategic advice, he consistently delivers above expectations. A pleasure to work with.*

*- Paul Denhem*

*I've known Duncan for many years, he is an expert in the area of Industry Analyst Relations and a fantastic person to work with on both professional and personal levels. he is dedicated to excellent customer service - any concern or idea I bring to the table he takes it on and addresses quickly and efficiently. I recently hired Duncan to replace another provider and am very happy with the move - better value and better data.*

*- Joanna Gluzman-Laukkanen*

### 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).





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## 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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### Connect with us online

Web: [keacompany.com](http://keacompany.com)

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Blog: [influencerrelations.com](http://influencerrelations.com)

