

Shifting Key Analysts



This advanced seminar focuses on how to meet the 'hard' and 'soft' needs of top-tier analysts – and how to measure changes in awareness and perception.

Benefits:

Learn how to build a world class analyst relations program while engaging support from executives and develop a deep understanding of how to systematically capture information concerning analyst relations.



SHIFTING KEY ANALYSTS

Content:

A few topics to be covered in this course are:

- ▶ Analyst Conferences
- ▶ AR Strategic Planning
- ▶ AR Balanced Scorecard
- ▶ Budgeting for AR
- ▶ Building Internal Support
- ▶ Business Objectives Settings

Materials:

- ▶ *'Relevance'* by Andrea Coville with Paul B. Brown
- ▶ Presentation packet summarizing key learning objectives of the seminar
- ▶ Preparatory 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 met Duncan at a time when I was very uncertain about my career, whether to undertake an MBA and my abilities to successfully achieve this. On a number of occasions he was able to provide the right level of information and encouragement for me to take this challenge on. Duncan's advice was both memorable and valuable at a time when it was most appreciated. I hope I am able to be as supportive to others as he was to me.

- Kent Diprose

Duncan has been one of the most effective coaches I have ever engaged. Through our sessions, Duncan helped me to identify a number of objectives, and a few months later I have met with success with 100% of the ones that have come to a conclusion. Duncan's approach integrates a lot of analysis of the options, an emphasis on 'courting' influential decision-makers, and smart questions: he forced me to take an honest look at my goals and to look more broadly in terms of possibility. His guidance has helped with my career development as a manager, and made a wide range of international options become more available.

- Albert Mayans





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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

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