ENHANCING EVENTS FOR ANALYST RELATIONS

Crystal Golightly

Director, Client Development

November 2018

WHO'S USING ARCHITECT EVENT MANAGEMENT?

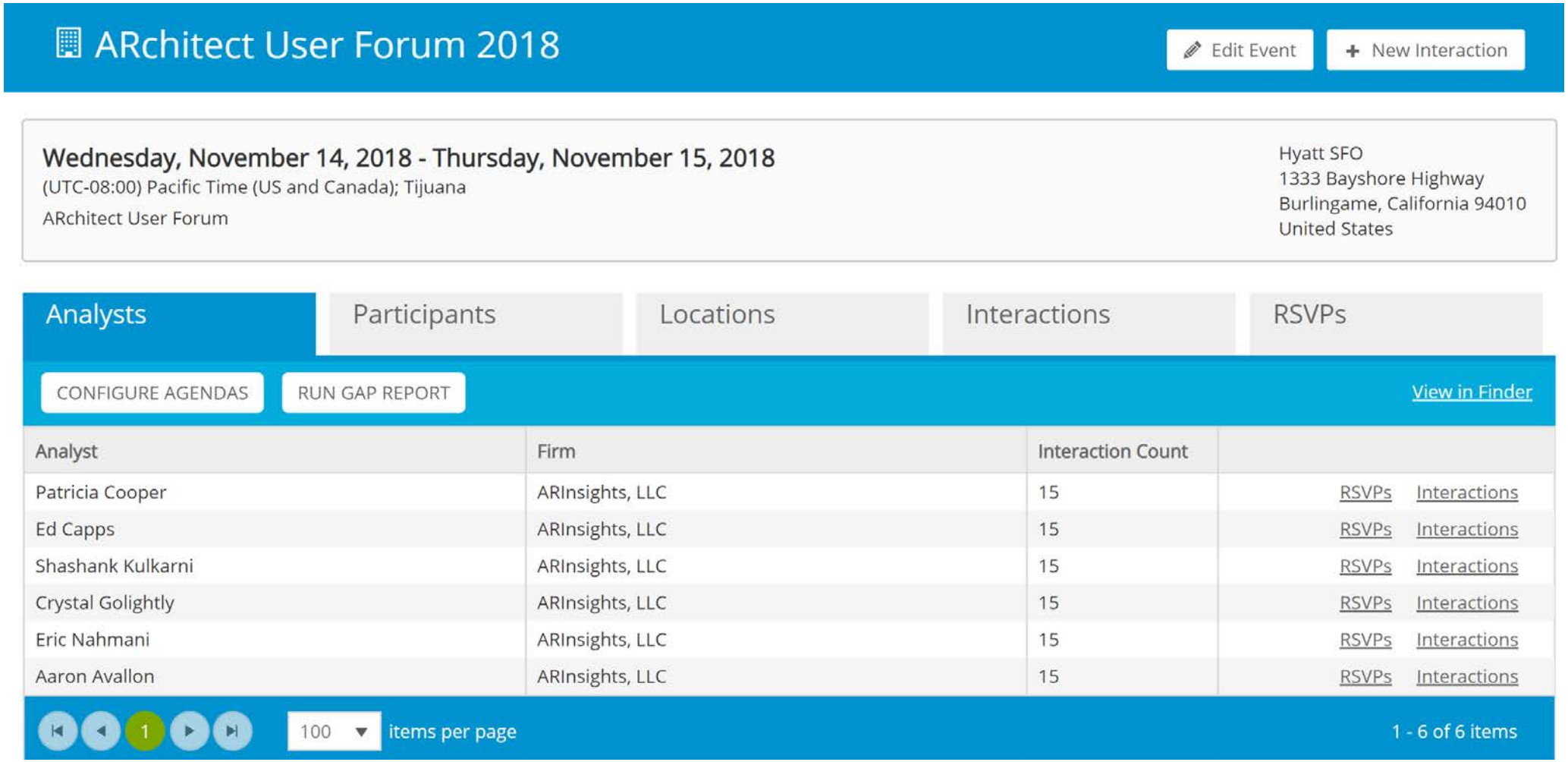
TRYING TO ORGANIZE AN EVENT?

- Analysts
- Journalists/ Media/ Influencers
- Executives
- Journalist
- Staff
- Travel & accommodations
- Social meetings & gathering
- Meeting spaces
- Keynotes
- General sessions
- Breakouts
- 1 on 1's
- Building agendas & briefing books

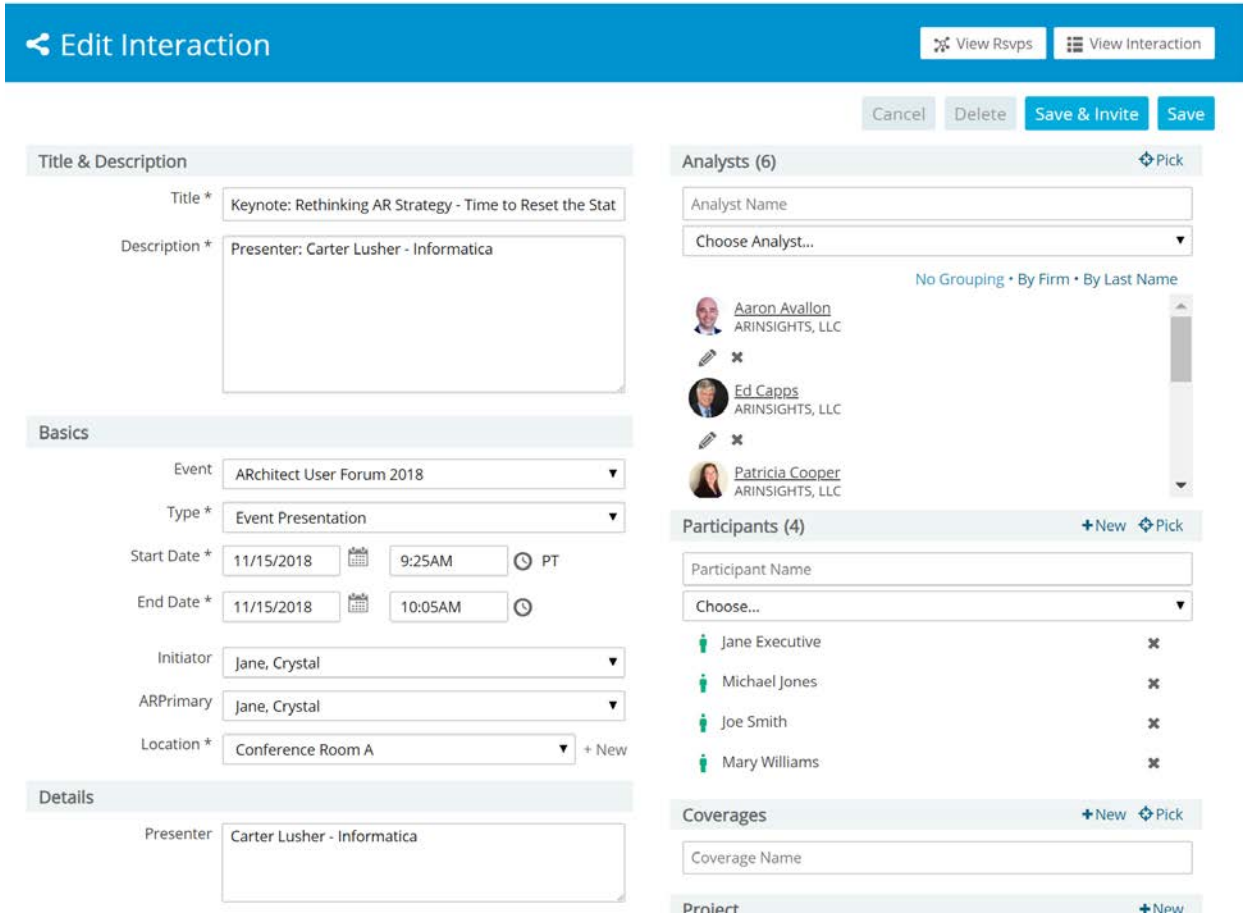
THE INEVITABLE

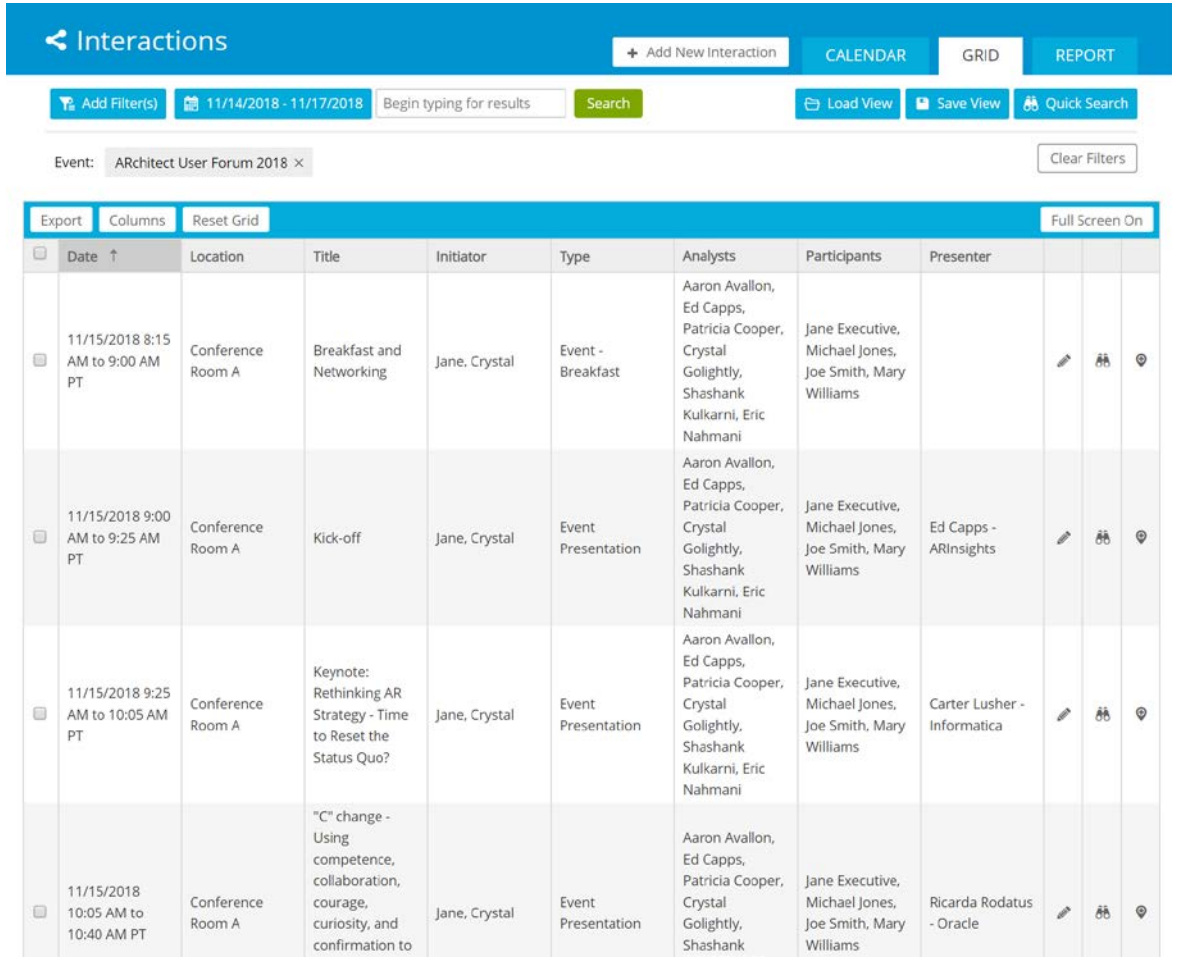
LAST MINUTE CHANGES & CANCELLATIONS!!!

ARCHITECT EVENT MANAGEMENT



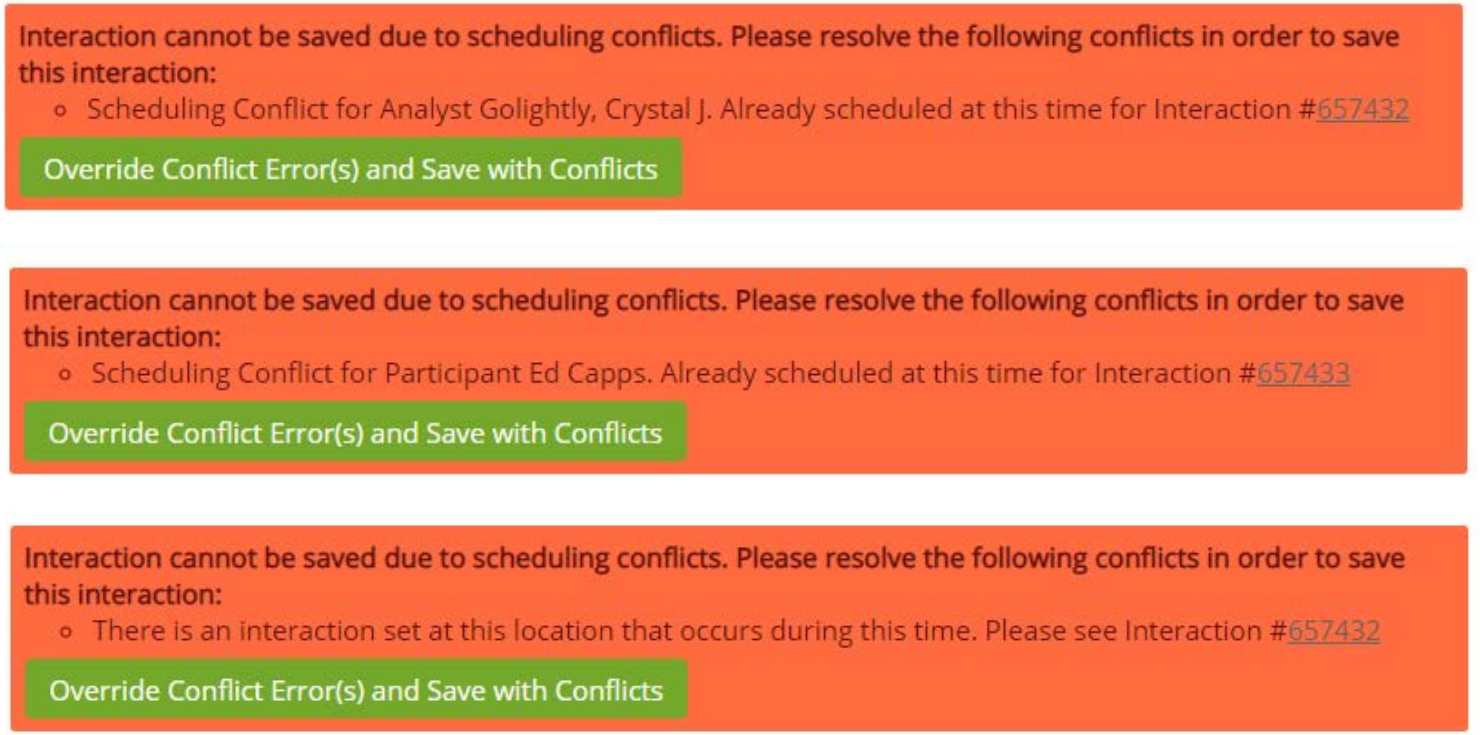
SCHEDULING


Edit Interaction
View Rsvps
View Interaction
Cancel
Delete
Save & Invite
Save
Title & Description
Title *
Keynote: Rethinking AR Strategy - Time to Reset the Stat
Description *
Presenter: Carter Lusher - Informatica
Basics
Event
ARchitect User Forum 2018
Type *
Event Presentation
Start Date *
11/15/2018
9:25AM
PT
End Date *
11/15/2018
10:05AM
Initiator
Jane, Crystal
ARPrimary
Jane, Crystal
Location *
Conference Room A
+ New
Details
Presenter
Carter Lusher - Informatica
Analysts (6)
Pick
Analyst Name
Choose Analyst...
No Grouping • By Firm • By Last Name
Aaron Avallon
ARINSIGHTS, LLC
Ed Capps
ARINSIGHTS, LLC
Patricia Cooper
ARINSIGHTS, LLC
Participants (4)
+New
Pick
Participant Name
Choose...
Jane Executive
Michael Jones
Joe Smith
Mary Williams
Coverages
+New
Pick
Coverage Name
Project
+New


Interactions
+ Add New Interaction
CALENDAR
GRID
REPORT
Add Filter(s)
11/14/2018 - 11/17/2018
Begin typing for results
Search
Load View
Save View
Quick Search
Event:
ARchitect User Forum 2018 ×
Clear Filters
Export
Columns
Reset Grid
Full Screen On
Date
Location
Title
Initiator
Type
Analysts
Participants
Presenter
11/15/2018 8:15 AM to 9:00 AM PT
Conference Room A
Breakfast and Networking
Jane, Crystal
Event - Breakfast
Aaron Avallon, Ed Capps, Patricia Cooper, Crystal Golightly, Shashank Kulkarni, Eric Nahmani
Jane Executive, Michael Jones, Joe Smith, Mary Williams
11/15/2018 9:00 AM to 9:25 AM PT
Conference Room A
Kick-off
Jane, Crystal
Event Presentation
Aaron Avallon, Ed Capps, Patricia Cooper, Crystal Golightly, Shashank Kulkarni, Eric Nahmani
Jane Executive, Michael Jones, Joe Smith, Mary Williams
Ed Capps - ARInsights
11/15/2018 9:25 AM to 10:05 AM PT
Conference Room A
Keynote: Rethinking AR Strategy - Time to Reset the Status Quo?
Jane, Crystal
Event Presentation
Aaron Avallon, Ed Capps, Patricia Cooper, Crystal Golightly, Shashank Kulkarni, Eric Nahmani
Jane Executive, Michael Jones, Joe Smith, Mary Williams
Carter Lusher - Informatica
11/15/2018 10:05 AM to 10:40 AM PT
Conference Room A
"C" change - Using competence, collaboration, courage, curiosity, and confirmation to
Jane, Crystal
Event Presentation
Aaron Avallon, Ed Capps, Patricia Cooper, Crystal Golightly, Shashank
Jane Executive, Michael Jones, Joe Smith, Mary Williams
Ricarda Rodatus - Oracle

CONFLICT ALERTS

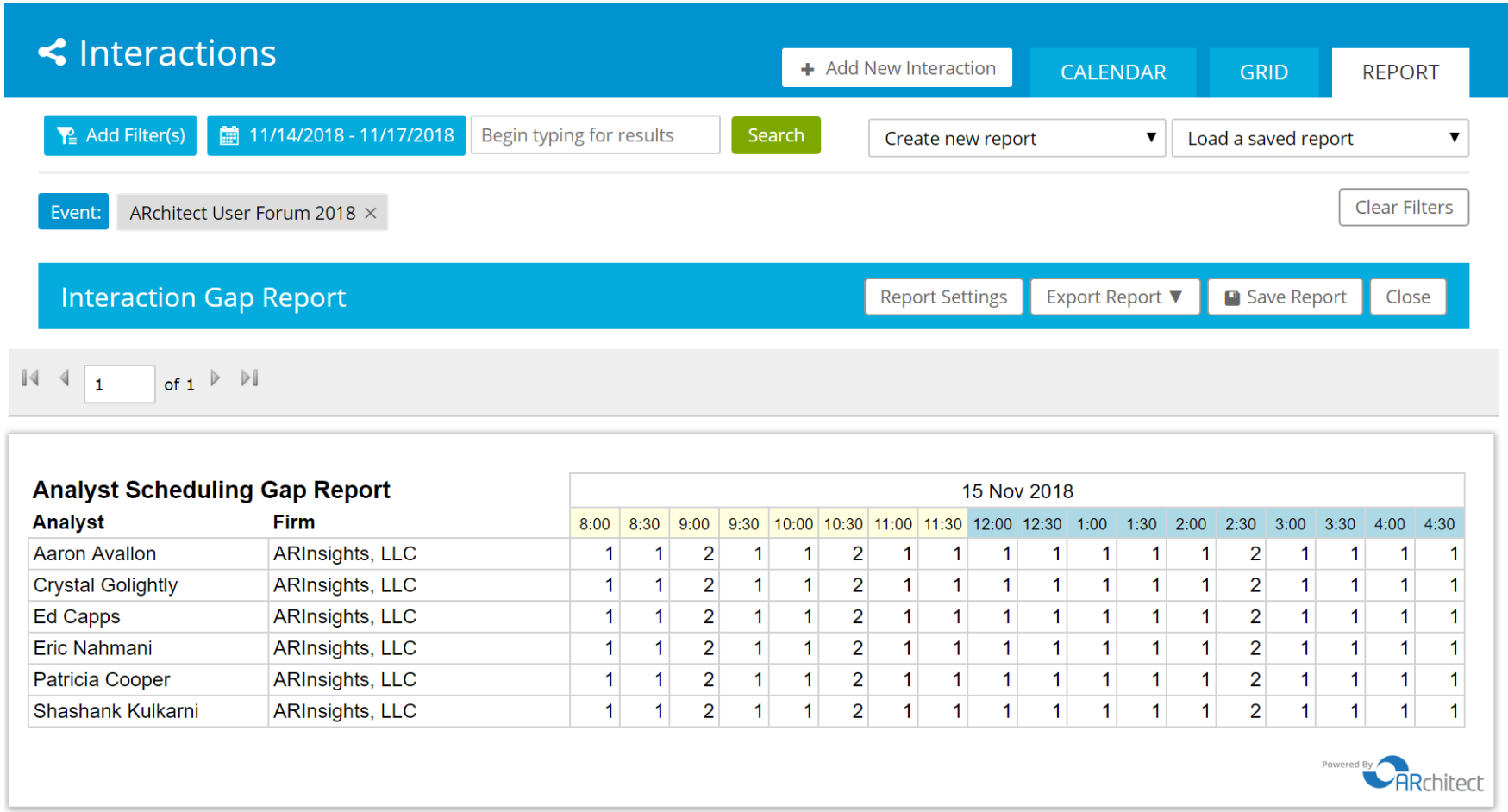
- Analysts
- Executives
- Locations
- Links to conflicting Interactions
- Override if the conflict is OK



GAP REPORT

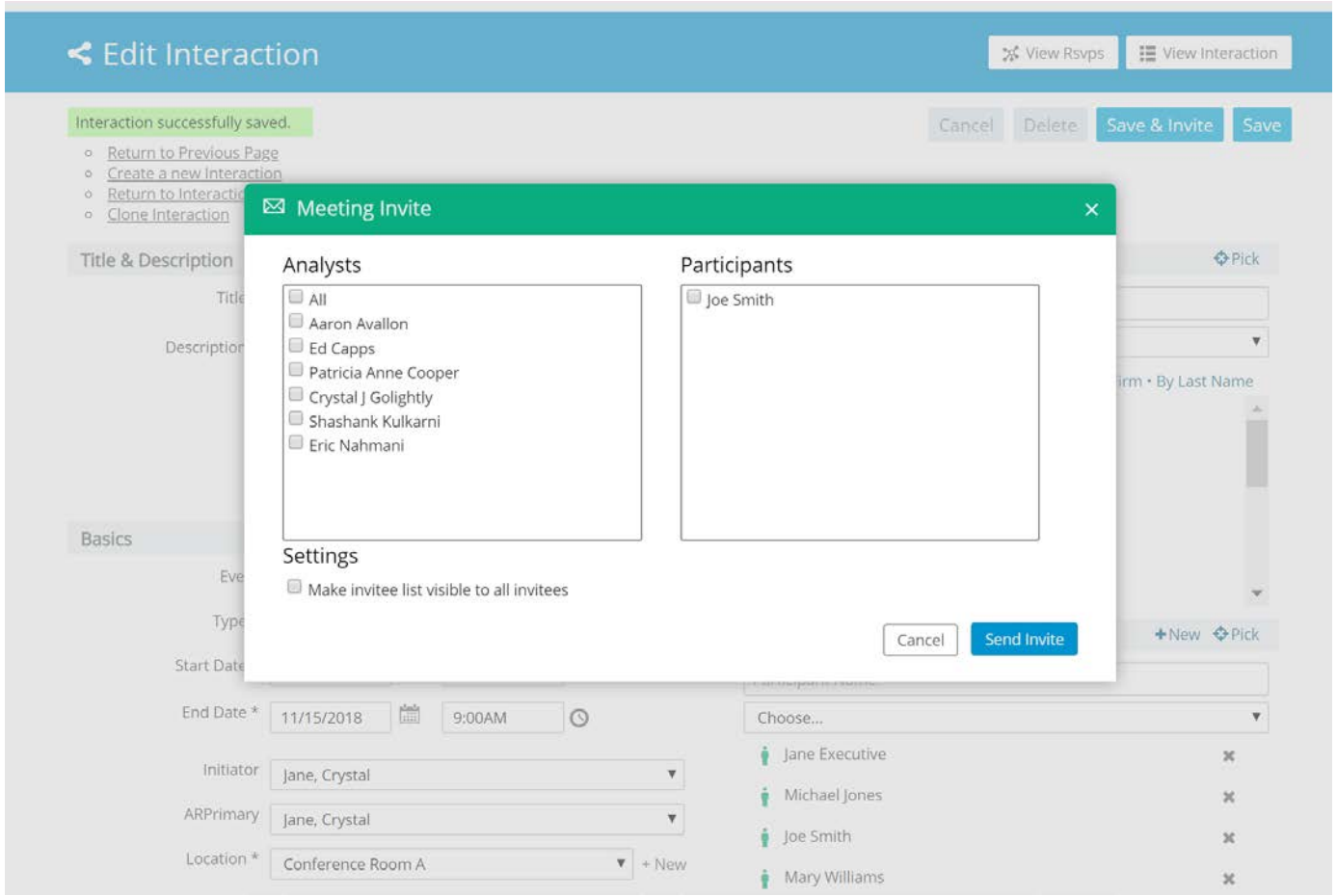
Identify the holes or any schedule conflicts

- Analysts
- Executives
- Locations



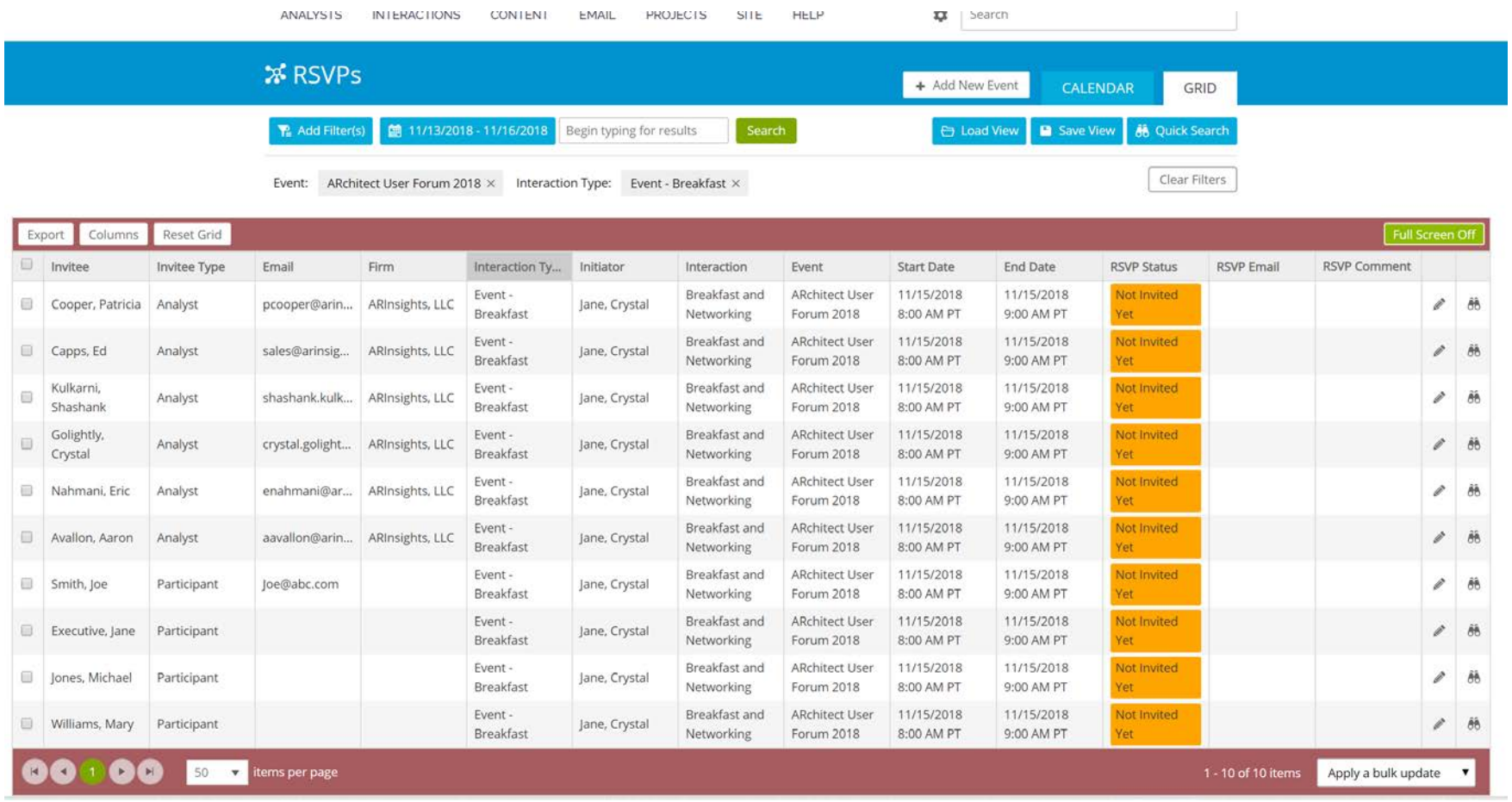
SENDING CALENDAR INVITES

- Deliver ICS (calendar invites) to Analysts, Executives and internal staff
- Email name will be from the "Initiator" but the email address is scheduling@arinsights.com



RSVP: TRACK AND MANAGE

- Automated Tracking
- Manual updates
- Single source of "truth"



AGENDAS

ARchitect USER FORUM 2018

ARchitect User Forum 2018

Analyst Agenda Prepared for: Crystal Golightly

Thursday, November 15, 2018

Start Time	End Time	Location	Interaction Title	Presenter
8:15 AM	9:00 AM	Conference Room A	Breakfast and Networking	
9:00 AM	9:25 AM	Conference Room A	Kick-off	Ed Capps - ARInsights
9:25 AM	10:05 AM	Conference Room A	Keynote: Rethinking AR Strategy - Time to Reset the Status Quo?	Carter Lusher - Informatica
10:05 AM	10:40 AM	Conference Room A	"C" change - Using competence, collaboration, courage, curiosity, and confirmation to build an AR team for the future	Ricarda Rodatus - Oracle
10:40 AM	10:55 AM	Conference Room A	* Break and Networking *	
10:55 AM	11:30 AM	Conference Room A	Building a Rock Solid AR Program Beyond Gartner	
11:30 AM	12:05 PM	Conference Room A	Internal Promotion of AR	Mamta Shah - TCS
12:05 PM	1:20 PM	Conference Room A	* Lunch and Networking *	
1:20 PM	1:55 PM	Conference Room A	Peer Review Sites - What you need to know and do	Vinay Bhagat - TrustRadius
1:55 PM	2:30 PM	Conference Room A	Samsung's Analyst Portal - One Year Later	
2:30 PM	2:45 PM	Conference Room A	* Break and Networking *	
2:45 PM	3:15 PM	Conference Room A	Event Scheduling with ARchitect	Crystal Golightly - ARInsights
3:15 PM	3:45 PM	Conference Room A	What's New in ARchitect and Roadmap	Lucas Bond - ARInsights
3:45 PM	4:00 PM	Conference Room A	Wrap and Feedback	Shashank Kulkarni - ARInsights
4:00 PM	5:00 PM	Conference Room A	Home, Airport, Network	

Printed 11/7/2018 9:10:42 AM

Powered By ARchitect

ARchitect USER FORUM 2018

Executive Itinerary Prepared for: Mary Williams

Thursday, November 15, 2018

Start Time	End Time	Location	Meeting Title	Presenter
8:00 AM	9:00 AM	Conference Room A	Breakfast and Networking	
9:00 AM	9:25 AM	Conference Room A	Kick-off	Ed Capps - ARInsights
9:25 AM	10:05 AM	Conference Room A	Keynote: Rethinking AR Strategy - Time to Reset the Status Quo?	Carter Lusher - Informatica
10:05 AM	10:40 AM	Conference Room A	"C" change - Using competence, collaboration, courage, curiosity, and confirmation to build an AR team for the future	Ricarda Rodatus - Oracle
10:40 AM	10:55 AM	Conference Room A	* Break and Networking *	
10:55 AM	11:30 AM	Conference Room A	Building a Rock Solid AR Program Beyond Gartner	
11:30 AM	12:05 PM	Conference Room A	Internal Promotion of AR	Mamta Shah - TCS
12:05 PM	1:20 PM	Conference Room A	* Lunch and Networking *	
1:20 PM	1:55 PM	Conference Room A	Peer Review Sites - What you need to know and do	Vinay Bhagat - TrustRadius
1:55 PM	2:30 PM	Conference Room A	Samsung's Analyst Portal - One Year Later	
2:30 PM	2:45 PM	Conference Room A	* Break and Networking *	
2:45 PM	3:15 PM	Conference Room A	Event Scheduling with ARchitect	Crystal Golightly - ARInsights
3:15 PM	3:45 PM	Conference Room A	What's New in ARchitect and Roadmap	Lucas Bond - ARInsights
3:45 PM	4:00 PM	Conference Room A	Wrap and Feedback	Shashank Kulkarni - ARInsights
4:00 PM	5:00 PM	Conference Room A	Home, Airport, Network	

Printed 11/9/2018 8:59:30 AM

Powered By ARchitect