## TOP MEMBER PRIORITIES
Our members' priorities drive the Analyst Relations Council agenda throughout 2020:

1. **Plan an effective AR program.**
   - Deliver provable AR value.
   - Leverage analyst influence.
   - Support Sales with AR.
   - Prepare, execute and leverage analyst evaluations.
   - Identify and leverage customer references.
   - Understand and tier the analyst landscape.
   - Elevate the strategic profile of AR within your organization.

### KEY QUESTIONS
- How are you reinventing analyst interactions? How do you plan and execute successful Advisory sessions?
- How do you leverage different research types (New Tech, Now Tech, MQ, Wave, Vision Report in AR Playbook, etc.)? How do you turn interactions into analyst action?
- How do you set your objectives/KPIs? How do you measure ROI of your AR program?
- Which internal teams does your AR program mainly support? How do you develop your program’s priorities?
- How do you determine whether (or how) your AR program could/should support sales? How do you design value-driven AR lead generation programs?

### LEADERSHIP EFFECTIVENESS
- Lead change.
- Increase cross-functional influence.
- Improve team performance.
- Balancing strategic vs. tactical needs.

Forrester’s Analyst Relations Council is an exclusive network of peers, analysts, and Advisors connecting you with the leading practices to accelerate business growth.

A dedicated Advisor will help senior analyst relations leaders apply insights from forward-looking research and best practices of an exclusive network of peers and analysts to navigate risk and accelerate their key initiatives.

Senior-level analyst relations executives interested in forward-looking research insights, peer networking, and applying best practices to accelerate key initiatives, please contact Trisha Mirel, Forrester’s Analyst Relations Global Council Director, directly at tmirel@forrester.com.
SAMPLE MEMBER LIST

The following organizations have one or more members in the AR Council:

- Acxiom
- Adobe
- Bloomberg
- Booz Allen Hamilton
- Cognizant
- eBay
- GE Digital
- Hootsuite
- IBM
- Medallia
- Rapid7
- Slack
- Sungard
- Symantec
- TIBCO Software
- Verint
- Virtustream
- Zendesk

EVENT HIGHLIGHTS

In addition to ongoing Advisor, peer and analyst calls, members are invited to join Council Calls and in-person Member Meetings.

COUNCIL CALLS

January 2020 – March 2020
- Virtual Exchange: Understand – And Impact – AR’s Beneficiary Landscape
- Council-Exclusive Webinar: 2020 Research Organization Overview
- Council-Exclusive Webinar: Exclusive Forrester Wave Updates
- Council-Exclusive Webinars: Annual Research Director Series

April 2020 – June 2020
- Virtual Exchange: Crowd Sourced Customer Review Sites
- Virtual Exchange: AR In A Services Organization

*Topics and timing of future virtual meetings are determined by our members’ priorities and published six months in advance.

MEMBER MEETINGS

In-person, advisor-facilitated working sessions with peers and analysts. Plan now to attend the Analyst Relations Council’s most important events.

Spring member meetings
- London, UK, March
- San Francisco, CA, March
- Cambridge, Mass., April
- London, UK, June
- San Francisco, CA, June
- Cambridge, Mass., June

Fall member meetings
- Washington, D.C., September
- London, UK, December
- San Francisco, CA, December
- Cambridge, Mass., December