

Major Evaluations – American Virtual Workshop

Part 1 (Day 1) Tuesday March 23, 2021. Time Zone Agenda

Agenda Session	Pacific Time	Mountain Time	Central Time	Eastern Time	Brasília Time*
Workshop Technology Setup	9:30 am – 10:00 am	10:30 am – 11:00 am	11:30 am – 12:00 noon	12:30 pm – 1:00 pm	1:30 pm – 2:00 pm
Welcome And Introductions	10:00 am – 10:15 am	11:00 am – 11:15 am	12:00 noon – 12:15 pm	1:00 pm – 1:15 pm	2:00 pm – 2:15 pm
The Role And Impact Of Major Evaluations <ul style="list-style-type: none"> • What is a major evaluation? • Some impacts on analysts, the marketplace, and vendors 	10:15 am – 11:10 am	11:15 am – 12:10 pm	12:15 pm – 1:10 pm	1:15 pm – 2:10 pm	2:15 pm – 3:10 pm
Long Break	11:10 am – 11:40 am	12:10 pm – 12:40 pm	1:10 pm – 1:40 pm	2:10 pm – 2:40 pm	3:10 pm – 3:40 pm
Getting Started <ul style="list-style-type: none"> • Deciding when to take part • Exercise: Putting the best face on major evaluation outcomes 	11:40 am – 12:10 pm	12:40 pm – 1:10 pm	1:40 pm – 2:10 pm	2:40 pm – 3:10 pm	3:40 pm – 4:10 pm
The Impact Of The Analyst's Project Plan <ul style="list-style-type: none"> • The analyst's work plan • Vendor inclusion criteria 	12:10 pm – 12:25 pm	1:10 pm – 1:25 pm	2:10 pm – 2:25 pm	3:10 pm – 3:25 pm	4:10 pm – 4:25 pm
Short Break	12:25 pm – 12:40 pm	1:25 pm – 1:40 pm	2:25 pm – 2:40 pm	3:25 pm – 3:40 pm	4:25 pm – 4:40 pm
The Impact Of The Analyst's Project Plan (Continued) <ul style="list-style-type: none"> • Vendor evaluation criteria 	12:40 pm – 1:55 pm	1:40 pm – 2:55 pm	2:40 pm – 3:55 pm	3:40 pm – 4:55 pm	4:40 pm – 5:55 pm
Day 1 Wrap-Up	1:55 pm – 2:00 pm	2:55 pm – 3:00 pm	3:55 pm – 4:00 pm	4:55 pm – 5:00 pm	5:55 pm – 6:00 pm

* Brasília standard time, not daylight saving time.

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Part 2 (Day 2) Wednesday March 24, 2021. Time Zone Agenda

Agenda Session	Pacific Time	Mountain Time	Central Time	Eastern Time	Brasília Time*
Welcome And Introductions	9:30 am – 9:35 am	10:30 am – 10:35 am	11:30 am – 11:35 am	12:30 pm – 12:35 pm	1:30 pm – 1:35 pm
Analyst Interaction Options <ul style="list-style-type: none"> • The importance of customer references • Finding, preparing and offering references • Exercise: Interaction types that enhance evaluation success • Briefings for major evaluations • Other interaction types 	9:35 am – 10:45 am	10:35 am – 11:45 am	11:35 am – 12:45 pm	12:35 pm – 1:45 pm	1:35 pm – 2:45 pm
Long Break	10:45 am – 11:15 am	11:45 am – 12:15 pm	12:45 pm – 1:15 pm	1:45 pm – 2:15 pm	2:45 pm – 3:15 pm
Drafts, Publication, Promotion, And Rebuttal <ul style="list-style-type: none"> • Analyst expectations • Review and negotiation • Managing internal expectations • Publication and promotion by analysts • Internal and external promotion by vendors • Rebuttal 	11:15 am – 12:45 pm	12:15 pm – 1:45 pm	1:15 pm – 2:45 pm	2:15 pm – 3:45 pm	3:15 pm – 4:45 pm
Short Break	12:45 pm – 1:00 pm	1:45 pm – 2:00 pm	2:45 pm – 3:00 pm	3:45 pm – 4:00 pm	4:45 pm – 5:00 pm
Introducing An Evaluations Project Plan <ul style="list-style-type: none"> • What must be done, by whom and by when? • The structure and content of a plan • Tips and recommendations 	1:00 pm – 1:45 pm	2:00 pm – 2:45 pm	3:00 pm – 3:45 pm	4:00 pm – 4:45 pm	5:00 pm – 5:45 pm
Day 2 Wrap-Up	1:45 pm – 2:00 pm	2:45 pm – 3:00 pm	3:45 pm – 4:00 pm	4:45 pm – 5:00 pm	5:45 pm – 6:00 pm

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