

AR Fundamentals – European Virtual Workshop

Part 1 (Day 1) Thursday December 10, 2020. Time Zone Agenda

| Agenda Session | GMT Zone | Central European Time | Eastern European Time | Moscow Time |
|---|---------------------|-----------------------|-----------------------|-------------------|
| Workshop Technology Setup | 11:00 am – 11:30 am | 12:00 noon – 12:30 pm | 1:00 pm – 1:30 pm | 2:00 pm – 2:30 pm |
| Welcome And Introductions | 11:30 am – 11:45 am | 12:30 pm – 12:45 am | 1:30 pm – 1:45 pm | 2:30 pm – 2:45 pm |
| Analysts And The Real AR Challenge • Analysts | 11:45 am – 12:35 pm | 12:45 am – 11:35 pm | 1:45 pm – 2:35 pm | 2:45 pm – 3:35 pm |
| Long Break | 12:35 pm – 1:05 pm | 1:35 pm – 2:05 pm | 2:35 pm – 3:05 pm | 3:35 pm – 4:05 pm |
| Analysts And The Real AR Challenge (Continued) • The Real AR Challenge • The Real Briefing Challenge | 1:05 pm – 2:15 pm | 2:05 pm – 3:15 pm | 3:05 pm – 4:15 pm | 4:05 pm – 5:15 pm |
| Short Break | 2:15 pm – 2:30 pm | 3:15 pm – 3:30 pm | 4:15 pm – 4:30 pm | 5:15 pm – 5:30 pm |
| Core AR • A scorecard for core AR | 2:30 pm – 2:45 pm | 3:30 pm – 3:45 pm | 4:30 pm – 4:45 pm | 5:30 pm – 5:45 pm |
| AR Strategy • Components of an AR strategy | 2:45 pm – 3:25 pm | 3:45 pm – 4:25 pm | 4:45 pm – 5:25 pm | 5:45 pm – 6:25 pm |
| Day 1 Wrap-Up | 3:25 pm – 3:30 pm | 4:25 pm – 4:30 pm | 5:25 pm – 5:30 pm | 6:25 pm – 6:30 pm |

AR Fundamentals – European Virtual Workshop

Part 2 (Day 2) Friday December 11, 2020. Time Zone Agenda

| Agenda Session | GMT Zone | Central European Time | Eastern European Time | Moscow Time |
|---|---------------------|-----------------------|-----------------------|-------------------|
| Welcome And Introductions | 11:00 am – 11:05 am | 12:00 noon – 12:05 pm | 1:00 pm – 1:05 pm | 2:00 pm – 2:05 pm |
| AR Strategy (Continued) <ul style="list-style-type: none"> Finalizing a strategy into a plan Analyst tiering | 11:05 am – 11:40 am | 12:05 pm – 12:40 pm | 1:05 pm – 1:40 pm | 2:05 pm – 2:40 pm |
| Preparing To Get Your Message Out <ul style="list-style-type: none"> Spokespeople Messaging Customer references | 11:40 am – 12:30 pm | 12:40 pm – 1:30 pm | 1:40 pm – 2:30 pm | 2:40 pm – 3:30 pm |
| Long Break | 12:30 pm – 1:00 pm | 1:30 pm – 2:00 pm | 2:30 pm – 3:00 pm | 3:30 pm – 4:00 pm |
| Preparing To Get Your Message Out (Continued) <ul style="list-style-type: none"> Campaigns | 1:00 pm – 1:15 pm | 2:00 pm – 2:15 pm | 3:00 pm – 3:15 pm | 4:00 pm – 4:15 pm |
| Analyst Interactions <ul style="list-style-type: none"> More on briefings Reports and major evaluations Analyst requests | 1:15 pm – 2:05 pm | 2:15 pm – 3:05 pm | 3:15 pm – 4:05 pm | 4:15 pm – 5:05 pm |
| Short Break | 2:05 pm – 2:20 pm | 3:05 pm – 3:20 pm | 4:05 pm – 4:20 pm | 5:05 pm – 5:20 pm |
| Managing AR <ul style="list-style-type: none"> Research access Systems and automation Progress reporting Optional processes Skills and responsibilities | 2:20 pm – 2:50 pm | 3:20 pm – 3:50 pm | 4:20 pm – 4:50 pm | 5:20 pm – 5:50 pm |
| Day 2 Wrap-Up <ul style="list-style-type: none"> Scorecard results Where to from here? Q&A | 2:50 pm – 3:30 pm | 3:50 pm – 4:30 pm | 4:50 pm – 5:30 pm | 5:50 pm – 6:30 pm |