

# Major Evaluations – European Virtual Workshop

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

Agenda Session	GMT Zone	Central European Time	Eastern European Time	Moscow Time
<b>Workshop Technology Setup</b>	11:00 am – 11:30 am	12:00 noon – 12:30 pm	1:00 pm – 1:30 pm	2:00 pm – 2:30 pm
<b>Welcome And Introductions</b>	11:30 am – 11:45 am	12:30 pm – 12:45 pm	1:30 pm – 1:45 pm	2:30 pm – 2:45 pm
<b>The Role And Impact Of Major Evaluations</b> • What is a major evaluation?	11:45 am – 12:15 pm	12:45 pm – 1:15 pm	1:45 pm – 2:15 pm	2:45 pm – 3:15 pm
<b>Long Break</b>	12:15 pm – 12:45 pm	1:15 pm – 1:45 pm	2:15 pm – 2:45 pm	3:15 pm – 3:45 pm
<b>The Role And Impact Of Major Evaluations (Continued)</b> • Some impacts on analysts, the marketplace, and vendors	12:45 pm – 1:10 pm	1:45 pm – 2:10 pm	2:45 pm – 3:10 pm	3:45 pm – 4:10 pm
<b>Getting Started</b> • Deciding when to take part • Exercise: Putting the best face on major evaluation outcomes	1:10 pm – 1:40 pm	2:10 pm – 2:40 pm	3:10 pm – 3:40 pm	4:10 pm – 4:40 pm
<b>The Impact Of The Analyst's Project Plan</b> • The analyst's workplan • Vendor inclusion criteria	1:40 pm – 1:55 pm	2:40 pm – 2:55 pm	3:40 pm – 3:55 pm	4:40 pm – 4:55 pm
<b>Short Break</b>	1:55 pm – 2:10 pm	2:55 pm – 3:10 pm	3:55 pm – 4:10 pm	4:55 pm – 5:10 pm
<b>The Impact Of The Analyst's Project Plan (Continued)</b> • Vendor evaluation criteria	2:10 pm – 3:25 pm	3:10 pm – 4:25 pm	4:10 pm – 5:25 pm	5:10 pm – 6:25 pm
<b>Day 1 Wrap-Up</b>	3:25 pm – 3:30 pm	4:25 pm – 4:30 pm	5:25 pm – 5:30 pm	6:25 pm – 6:30 pm

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

Agenda Session	GMT Zone	Central European Time	Eastern European Time	Moscow Time
<b>Welcome And Introductions</b>	11:00 am – 11:05 am	12:00 noon – 12:05 pm	1:00 pm – 1:05 pm	2:00 pm – 2:05 pm
<b>Analyst Interaction Options</b> <ul style="list-style-type: none"> <li>• The importance of customer references</li> <li>• Finding, preparing and offering references</li> <li>• Exercise: Interaction types that enhance evaluation success</li> <li>• Briefings for major evaluations</li> <li>• Other interaction types</li> </ul>	11:05 am – 12:15 pm	12:05 pm – 1:15 pm	1:05 pm – 2:15 pm	2:05 pm – 3:15 pm
<b>Long Break</b>	12:15 pm – 12:45 pm	1:15 pm – 1:45 pm	2:15 pm – 2:45 pm	3:15 pm – 3:45 pm
<b>Drafts, Publication, Promotion, And Rebuttal</b> <ul style="list-style-type: none"> <li>• Analyst expectations</li> <li>• Review and negotiation</li> <li>• Managing internal expectations</li> <li>• Publication and promotion by analysts</li> <li>• Internal and external promotion by vendors</li> <li>• Rebuttal</li> </ul>	12:45 pm – 2:15 pm	1:45 pm – 3:15 pm	2:45 pm – 4:15 pm	3:45 pm – 5:15 pm
<b>Short Break</b>	2:15 pm – 2:30 pm	3:15 pm – 3:30 pm	4:15 pm – 4:30 pm	5:15 pm – 5:30 pm
<b>Introducing An Evaluations Project Plan</b> <ul style="list-style-type: none"> <li>• What must be done, by whom and by when?</li> <li>• The structure and content of a plan</li> <li>• Tips and recommendations</li> </ul>	2:30 pm – 3:15 pm	3:30 pm – 4:15 pm	4:30 pm – 5:15 pm	5:30 pm – 6:15 pm
<b>Day 2 Wrap-Up</b>	3:15 pm – 3:30 pm	4:15 pm – 4:30 pm	5:15 pm – 5:30 pm	6:15 pm – 6:30 pm