

AR Fundamentals – American Virtual Workshop

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

Agenda Session	Pacific Time	Mountain Time	Central Time	Eastern Time	Brasília Time
Workshop Technology Setup	8:30 am – 9:00 am	9:30 am – 10:00 am	10:30 am – 11:00 am	11:30 am – 12:00 noon	1:30 pm – 2:00 pm
Welcome And Introductions	9:00 am – 9:15 am	10:00 am – 10:15 am	11:00 am – 11:15 am	12:00 noon – 12:15 pm	2:00 pm – 2:15 pm
Analysts And The Real AR Challenge • Analysts	9:15 am – 10:05 am	10:15 am – 11:05 am	11:15 am – 12:05 pm	12:15 pm – 1:05 pm	2:15 pm – 3:05 pm
Short Break	10:05 am – 10:20 am	11:05 am – 11:20 am	12:05 pm – 12:20 pm	1:05 pm – 1:20 pm	3:05 pm – 3:20 pm
Analysts And The Real AR Challenge (Continued) • The Real AR Challenge • The Real Briefing Challenge	10:20 am – 11:00 am	11:20 am – 12:00 noon	12:20 pm – 1:00 pm	1:20 pm – 2:00 pm	3:20 pm – 4:00 pm
Long Break	11:00 am – 11:30 am	12:00 noon – 12:30 pm	1:00 pm – 11:30 pm	2:00 pm – 2:30 pm	4:00 pm – 4:30 pm
Analysts And The Real AR Challenge (Continued) • Briefing Excitement	11:30 am – 12:00 noon	12:30 pm – 1:00 pm	1:30 pm – 2:00 pm	2:30 pm – 3:00 pm	4:30 pm – 5:00 pm
Core AR • A scorecard for core AR	12:00 noon – 12:15 pm	1:00 pm – 1:15 pm	2:00 pm – 2:15 pm	3:00 pm – 3:15 pm	5:00 pm – 5:15 pm
AR Strategy • Components of an AR strategy	12:15 pm – 12:55 pm	1:15 pm – 1:55 pm	2:15 pm – 2:55 pm	3:15 pm – 3:55 pm	5:15 pm – 5:55 pm
Day 1 Wrap-Up	12:55 pm – 1:00 pm	1:55 pm – 2:00 pm	2:55 pm – 3:00 pm	3:55 pm – 4:00 pm	5:55 pm – 6:00 pm

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

Agenda Session	Pacific Time	Mountain Time	Central Time	Eastern Time	Brasília Time
Welcome And Introductions	8:30 am – 8:35 am	9:30 am – 9:35 am	10:30 am – 10:35 am	11:30 am – 11:35 am	1:30 pm – 1:35 pm
AR Strategy (Continued) <ul style="list-style-type: none"> Finalizing a strategy into a plan Analyst tiering 	8:35 am – 9:10 am	9:35 am – 10:10 am	10:35 am – 11:10 am	11:35 am – 12:10 pm	1:35 pm – 2:10 pm
Preparing To Get Your Message Out <ul style="list-style-type: none"> Spokespeople Messaging Customer references Campaigns 	9:10 am – 10:15 am	10:10 am – 11:15 am	11:10 am – 12:15 pm	12:10 pm – 1:15 pm	2:10 pm – 3:15 pm
Short Break	10:15 am – 10:30 am	11:15 am – 11:30 am	12:15 pm – 12:30 pm	1:15 pm – 1:30 pm	3:15 pm – 3:30 pm
Analyst Interactions <ul style="list-style-type: none"> More on briefings Reports and major evaluations Analyst requests 	10:30 am – 11:20 am	11:30 am – 12:20 pm	12:30 pm – 1:20 pm	1:30 pm – 2:20 pm	3:30 pm – 4:20 pm
Long Break	11:20 am – 11:50 am	12:20 pm – 12:50 pm	1:20 pm – 1:50 pm	2:20 pm – 2:50 pm	4:20 pm – 4:50 pm
Managing AR <ul style="list-style-type: none"> Research access Systems and automation Progress reporting Optional processes Skills and responsibilities 	11:50 am – 12:20 pm	12:50 pm – 1:20 pm	1:50 pm – 2:20 pm	2:50 pm – 3:20 pm	4:50 pm – 5:20 pm
Day 2 Wrap-Up <ul style="list-style-type: none"> Scorecard results Where to from here? Q&A 	12:20 pm – 1:00 pm	1:20 pm – 2:00 pm	2:20 pm – 3:00 pm	3:20 pm – 4:00 pm	5:20 pm – 6:00 pm