

SageCircle's Continuing Education for AR

Taking your game to the next level

AR Briefings

Do you tweet?

Do you know the way to influence Gartner's Hype Cycle? Should you blog? What are the trends in the analyst ecosystem? Is industry analyst influence waning?

SageCircle AR Briefings provide AR teams with a powerful continuing education tool to build AR staff's knowledge about critical topics. For some AR Briefings, the goal is to help you get up-to-speed on the implications of a new trend, like micro-blogging, so that you can make the important decision whether to add it to your mix of interactions.



Other AR Briefings address common activities, like the analyst consulting day, with the goals of reminding staff about best practices and introducing them to innovative new approaches to increase the effectiveness of standard AR tasks.

Research...Experience...Insights...Training...Advisory

For more information e-mail info@sagecircle.com or call 650-274-8309

www.sagecircle.com



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Topics in the AR Briefing Series:

- Analyst Consulting Days
- AR for PR Managers
- Blogging 101 for AR
- Influencing Gartner's Hype Cycle
- Influencing Gartner's Magic Quadrant
- Twitter 101 for AR
- Other topics available upon request

Actionable & Succinct

AR Briefings are developed to provide practical, actionable information and best practices in a short and succinct manner. There is ample time for questions and answers to complement the presentation.

Pricing for this web-delivered engagement:

- \$495 as a standalone purchase
- Included with the Annual Advisory Service
- Can be purchased using a credit card

Convenience

Many organizations have time-consuming procurement processes... but you need to work with a Strategist **NOW!** SageCircle gives you the flexibility to use a credit card to quickly set up an account to access SageCircle's expertise. We will credit the price of an AR Briefing purchase towards an upgrade to Annual Advisory if done within 30 days.



What clients say...

"Carter is one of the leading thinkers and researchers about the industry analysts and the analyst relations profession. He is an engaging presenter and effectively handles executives who are skeptical about working with the analysts. Carter carefully listens to truly understand the crux of your business and situation before providing his insights and advice." *Peggy O'Neill, VP of Analyst Relations, Oracle Corp.*

SageCircle AR Briefings Overview

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