



Event Management & Analyst Portal

Crystal Golightly
Director, Client Development
November 2017

Event Management & Analyst Portal

- What type of Events?
- Why ARchitect Event Management?
- What is the Analyst Portal?

What Type of Events?

- Analyst Days
- Industry Events
- Roadshows/ Tradeshow
- Webinars



ARchitect Event Management

- Event Page
- RSVP Page
- Interactions
 - Assign Event
 - Limited and event specific fields
- Dynamically Edited Agendas

View Event | 2017 ARchitect User Forum

Event Info | Email & Follow-Up

Event Date: 11/15/2017 8:00 PM
11/16/2017 4:00 PM
(UTC-05:00 Eastern Time (US and Canada))

Venue: Royal Sonesta
40 Essex St Land End
Cambridge, MA 02142

Locations: Cafe Centro
Charles River A
Charles River B
Lobby Bar
Starbucks Market and 6th

Agenda: Room Agenda
Executive Agenda
Travel Agenda

Contacts

Analysts

- Mike Ash - FORRESTER RESEARCH, INC.
- Aaron Avellan - ARCHITECT, LLC
- David Bell - ARCHITECT GROUP
- Lucas Bond - ARCHITECT, LLC

Participants

- Shaohank Kukarni
- Ed Cappo
- Cindy B.
- Amrita Kukarni
- Minae Ham
- John Duval

Interaction Types

Event - Breakfast, Event - Travel Executive 1.1, Event - 1.1 Event, Event - Dinner Event - Break, Event - Session Event Presentation

RSVPs | 2017 ARchitect User Forum

ID	Name	Interaction Type	Email	Interaction	Event	Start Date	End Date	RSVP Status	RSVP Com...
1	Adrian, Mary	Analyst	merv.adri...		2017 ARchitect User Forum	11/15/2017 8:00 PM ET	11/16/2017 4:00 PM ET	No Interest	
2	Wang, Ray	Analyst	rwang@ar...		2017 ARchitect User Forum	11/15/2017 8:00 PM ET	11/16/2017 4:00 PM ET	No Interest	
3	Wang, Ray	Analyst	rwang@ar...		2017 ARchitect User Forum	11/15/2017 8:00 PM ET	11/16/2017 4:00 PM ET	No Interest	
4	Ellis, Steven	Analyst	se@ellisk...		2017 ARchitect User Forum	11/15/2017 8:00 PM ET	11/16/2017 4:00 PM ET	No Interest	
5	Kulkarni, Shaohank	Analyst	shaohank...		2017 ARchitect User Forum	11/15/2017 8:00 PM ET	11/16/2017 4:00 PM ET	No Interest	
6	Mehrotra, Ed	Analyst	emehrotr...		2017 ARchitect User Forum	11/15/2017 8:00 PM ET	11/16/2017 4:00 PM ET	No Interest	
7	Bond, Lucas	Analyst	lucabond...		2017 ARchitect User Forum	11/15/2017 8:00 PM ET	11/16/2017 4:00 PM ET	No Interest	
8	Carpes, Patricia	Analyst	pcarpes@...		2017 ARchitect User Forum	11/15/2017 8:00 PM ET	11/16/2017 4:00 PM ET	Maybe	want a com...
9	Cappo, Ed	Analyst	ed@cappo...		2017 ARchitect User Forum	11/15/2017 8:00 PM ET	11/16/2017 4:00 PM ET	Maybe	want a com...
10	Hammann, Analyst	Analyst	em@hama...		2017 ARchitect User Forum	11/15/2017 8:00 PM ET	11/16/2017 4:00 PM ET	Yes	want a com...

New Interaction | View History | New Interaction

Title & Description

Title:

Description:

Basics

Type: (Choose Type)

Initiator: Jane, Crystal

APP Primary: Jane, Crystal

Location: (Choose Location)

Date/Time: Date Start End ET

Details

Notes:

Other Participants:

Visibility: Public - All of Event Planning

Edit Permission: Public - All of Event Planning

Analysts

Analyst Name: Choose Analyst...

Participants

Participant Name: Choose...

Coverages

Coverage Name: Choose...

Project

Choose Project...

Event

2017 ARchitect User Forum

Attachments

Select files...

Edit Analyst Agenda | View Event | Edit Event

Header Configuration

Title: ARchitect User Forum 2017

Row Configuration

Header:

Header Background:

Color:

Grid Background:

Columns

Available: Attendees, AR Technician, Interaction Type, Clickables, Room Location, Status, Summary, User Account

Selected: Start Time, End Time, Interaction Title, Location

Agenda Preview (Click save to update the preview)

ARchitect

ARchitect User Forum 2017
Analyst Agenda Prepared for: Alice Anderson
all@architect.com
(generated 11/11/2017)

Sunday, November 11, 2017			
Start Time	End Time	Interaction Title	Location
8:00 AM	9:30 AM	Strategy Meeting	Essex 202

ARchitect Event Management + Portal

- Digital Distribution
- Dynamic Updates
- No Paper

View Analyst Agenda View Event Edit Event

Crystal Golightly Publish to Portal Publish All Export Export All

ARchitect

ARchitect User Forum 2017
Analyst Agenda Prepared for: Crystal Golightly
wifi UserForum ARchitect2017
(printed: 11/11/2017)

Wednesday, November 15, 2017

Start Time	End Time	Interaction Title	Location
5:30 PM	8:00 PM	Welcome Reception	Lobby Bar

Thursday, November 16, 2017

Start Time	End Time	Interaction Title	Location
8:15 AM	9:00 AM	Breakfast & Networking	Cafe Centro
9:00 AM	10:00 AM	Keynote - Patrick Moorhead, Moor Insights & Strategy	Charles River B
10:05 AM	10:40 AM	Phil Nash, DataStax: Size doesn't matter: A tale of two AR programs Presenter:	Charles River A
10:40 AM	10:55 AM	* Break and Networking *	Charles River A
10:55 AM	11:30 AM	Patty Wind, Ernst & Young: Struggling with Analyst Events? Learn from EY experience	Charles River A
11:30 AM	12:05 PM	Arthur Bailey, Samsung: Samsung Improves Its Visibility Among Analyst Community with its Analyst Portal	Charles River A
12:05 PM	1:20 PM	* Lunch and Networking *	Charles River B
1:20 PM	1:55 PM	Crystal Golightly, ARInsights: ARchitect Event Management and Analyst Portal	Charles River A
1:55 PM	2:30 PM	James Stanton, 451 Research: 451 Research -- Updates & Insights	Charles River B
2:30 PM	2:45 PM	* Break and Networking *	Charles River A
2:45 PM	3:20 PM	Lucas Bond, ARInsights: What's New in ARchitect and Roadmap	Charles River B
3:20 PM	4:00 PM	Ed Capps ARInsights: ARInsights Update / Wrap & Feedback	Charles River A

ARInsights

T-Mobile LTE 10:38 AM 93%

https://portal.arinsights...

ARchitect AnalystPortal

Portal Home > Event Itinerary

ARchitect User Forum 2017
Analyst Agenda Prepared for:
Crystal Golightly
wifi UserForum ARchitect2017

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Welcome Reception
Location: Lobby Bar

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ARchitect Analyst Portal



PASSWORD PROTECTED

Analysts authenticated based on information in the ARchitect database, keeping your content safe



INVITATION ONLY

You decide which analysts have access to your branded site



ACCESS CONTROL

Among invited analysts, you can select which analysts have access to which content



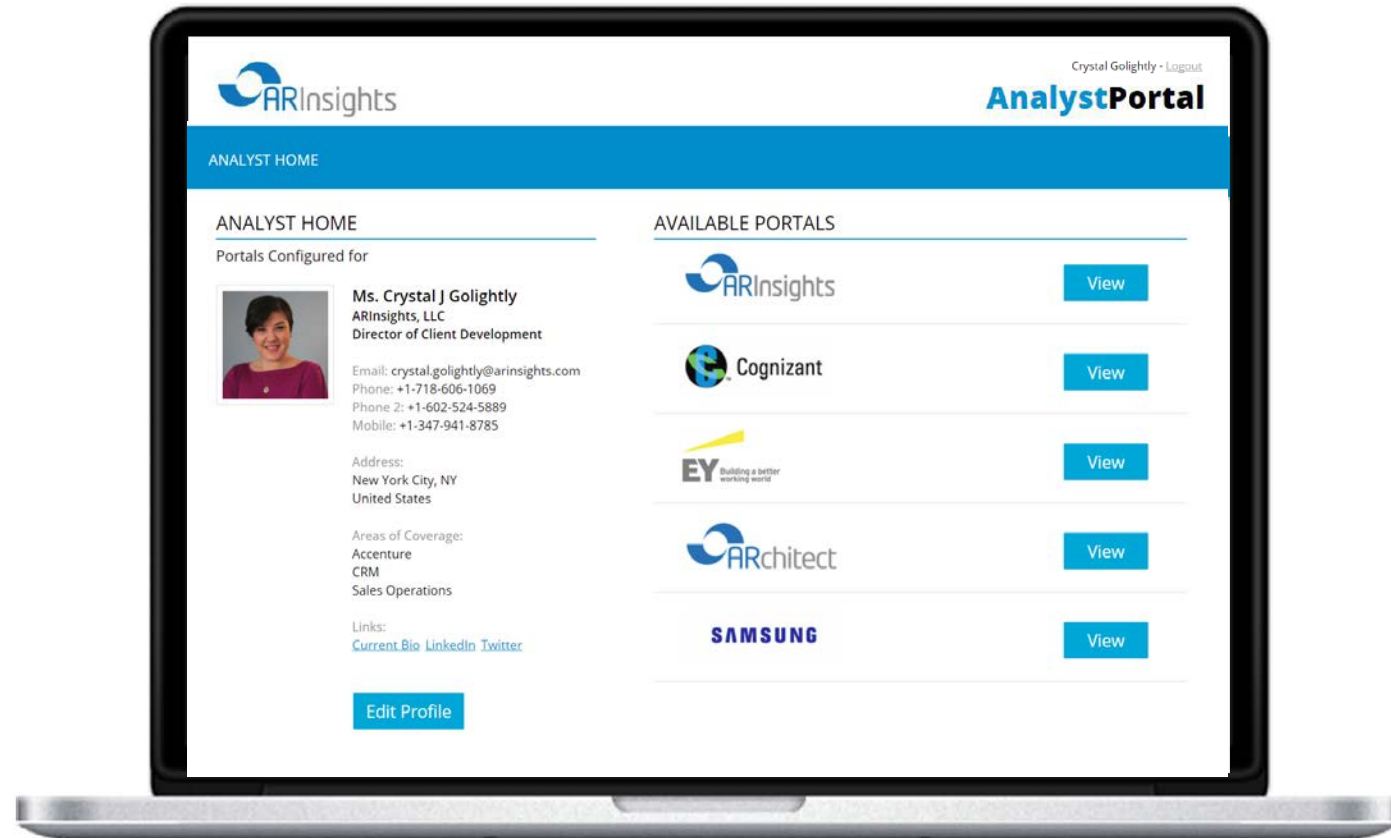
DIRECT COMMUNICATIONS

You decide which analysts can directly communicate with which of your AR managers



SINGLE LOGIN

Analysts access content from multiple vendors with a single login, increasing visibility of your content



Analyst Portal

- Highlight Content
- Categorize Content
- Set Visibility
- Easy Searching
- Provide AR Contact by Content

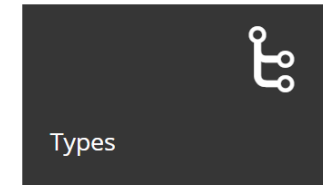
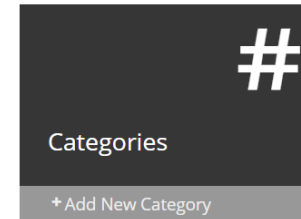
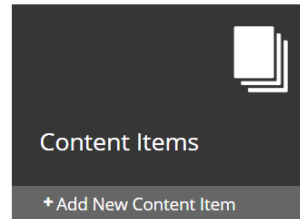
The screenshot shows the ARInsights Analyst Portal. At the top left is the ARInsights logo. At the top right, there is a user profile for 'Crystal Golightly - Logout' and the text 'AnalystPortal'. Below this is a blue navigation bar with links for 'ANALYST HOME', 'ARINSIGHTS HOME', 'CONTENT', and 'CONTACT AR'. A search bar with the placeholder 'Keyword Search' and a 'Search' button is located below the navigation bar. The main content area is divided into several sections: 'EVENT AGENDA' featuring two events: 'ARchitect ARInsights User Forum two thousand and seventeen ARchitect ARInsights User Forum' (Wednesday, November 15, 2017 - Royal Sonesta) and 'Lucas Test Event' (Monday, September 18, 2017 - Test Venue), each with a 'View Itinerary' button; 'BROWSE' with filters for 'Business Units' (Large Enterprises, SMB) and 'Regions' (Asia, Europe, North America); 'FEATURED CONTENT' with a section for 'Analyst Portal Launch' (4/27/2017 Press Releases) and a webinar titled 'IIAR Webinar: Event Management with ARchitect' (7/11/2017 Presentations). The 'Analyst Portal Launch' section includes a list of features: Password Protected, Invitation Only, Single Login, Access Control, and Direct Communication. The 'IIAR Webinar' section includes a link to 'Event Management Image' and filters for 'Large Enterprises' and 'SMB'. A link for 'AR CONTACT INFO' with the email 'support@arinsights.com' is also visible.

Analyst Portal Setup

- Simple Setup
- Easy Publication
- View Usage
- Share with Internal Participants

Portal Admin

Portal Content



Portal Configuration

