

THAT'S A

wrap!

AR Summit

Sept. 30 - Oct. 2, 2024

DAY 1

COMPETITIVE EDGE THROUGH AR

Lucas Welch (Highspot) discussed how the high-pressure environment of ranking reports can be leveraged to spark urgency and light a competitive fire. Competitive evaluations can serve as a powerful catalyst, uniting cross-functional teams to improve both business results and AR program success. By aligning vision, adjusting roadmap priorities, and refining go-to-market strategies, AR has an opportunity to deliver strategic impact and create a competitive edge.

"We all have the ability, the insight, and the opportunity to catapult AR to center stage in driving positive product and GTM change." – **Lucas Welch**

INSIGHTS ARE THE FUTURE OF AR

AR teams sit on a gold mine of insights, but the real value comes in how those insights are captured, organized, and shared to guide executive decisions and shape business strategy. Ricarda Rodatus (NetApp) guided us in envisioning how the right people, strategy, technology, execution, and genAI can enable AR programs to leverage rich insights and be strategic partners to the business.

"I knew that every smart AR team works with insights, yet I wanted to take this further." – **Ricarda Rodatus**

TRANSFORMING AR FROM OPERATIONAL TO STRATEGIC

John Bruno (PROS) described how AR pros can keep strategy at the forefront of what often feels like mundane and repetitive AR execution. At PROS he uses 36Y: What can we do in the first three months to build repeatable success? Where do we need to be in six months? What should success look like at the end of the year?

"Define it relentlessly, communicate it up the ladder, and measure results." – **John Bruno**

DAY 2

TURNING AR INTO A TEAM SPORT

AR teams face a plethora of challenges – always-on evaluations, the proliferation of analyst firms, increased focus on measurement and ROI, and genAI – Kim Gibbons (AWS) focused on the importance of AR being a team sport. AR pros will find success by implementing a new playbook, including a structured engagement model, cross-functional collaboration, investing in upskilling, developing a measurement framework, and embracing innovation.

"If AR wants to be able to contribute to business strategy and shape business decisions with analyst insight, they need to deepen their understanding of technology issues and their products and services." – **Kim Gibbons**

WHAT GENAI MEANS FOR THE INDUSTRY

Julie Ask (J.A. Advisory) showed us how genAI is poised to disrupt analyst relations as we know it. Julie shared her predictions for the future, and what it means for analysts and analyst relations professionals today. AR pros can prepare by building relationships with key analysts, and evolving content and data strategies.

"One of the most important jobs that analysts have is to help their clients ask the right questions." – **Julie Ask**

SPOTLIGHT'S ANNUAL ANALYST SURVEY RESULTS

To cap off this year's AR Summit, our very own, John Rockhold, shared the results from our 2024 Analyst Survey. The bottom line? Relationships are more effective than influence.

"One thing won't change – it's a relationship business." – **John Rockhold**

Save the Date

AR Summit Sept. 29 - Oct. 1, 2025