



Agenda

KCG Connects 2025 - April 6th – 9th (all CST)

Monday April 6th	PM - Arrival On-Site – dinner (6-9) and open bar (6-10) – Sunset Room Day 0 Reception
Tuesday April 7th	KCG Connects 2025 - Day 1 - Vista
8:00 am to 9:00 am	Breakfast
9:00 am to 9:15 am	ONE – Welcome and Introduction
9:15 am to 10:15 am	TWO – The Bifurcation of the Analyst Universe and the Death of the Big 3
10:15 am – 10:30 am	Break
10:30 am to 11:15 am	THREE – Rise of Alternatives Panel
11:15 am to 11:30 am	Break
11:30 am to 12:00 pm	FOUR - Lightning Round Panel – Analyst Universe Key Takeaways
12:00 pm to 1:00 pm	Lunch
1:00 pm to 1:20 pm	FIVE – Connected – Alternatives to Influence – Opportunistic AR, Go Where the Analysts Are
1:25 pm to 1:45 pm	SIX – Connected – Alternatives to Exposure – The Future of Influence: Where AR and Creator Culture Collide
1:60 pm to 2:10 pm	SEVEN – Connected – Alternatives to Insights – Finding Insights Gold
2:10 pm to 2:30 pm	Break
2:30 pm to 3:30 pm	EIGHT – Need a SPA Dat? Presentation and Panel
3:30 pm to 3:45 pm	Break
3:45 pm to 4:15 pm	NINE – Low Hanging Fruit – AI Use Cases for AR - Tutorial
4:14 pm to 4:45 pm	TEN – AI Use Cases Panel
4:45 pm to 5:15 pm	ELEVEN – Lightning Round Panel Day 1 Key Takeaways
Wednesday April 8th	KCG Connects 2026 – Day 2 - Vista
7:30 am to 8:30 am	Breakfast
8:30 am to 9:00 am	TWELVE – FARNet Panel
9:00 am to 9:20 am	THIRTEEN – Connected AR in Practice – AR OPS: AR’s Secret Weapon
9:25 am to 9:45 am	FOURTEEN – Connected AR in Practice – The Science of AR
9:50 am to 10:10 am	FIFTEEN – Connected AR in Practice – You’re Acting Like a Chief of Staff. Own It!
10:10 am to 10:30 am	Break
10:30 am to 10:50 am	SIXTEEN – Connected in Transition – AR and IR
10:55 to 11:15 am	SEVENTEEN – Connected in Transition – AR in Rebranding
11:15 am to 11:30 am	Break
11:30 to 11:50 am	EIGHTEEN - Connected in Transition – AR in Chaos
11:55 am to 12:15 m	NINETEEN – Connected in Crisis – AR in Incident Response
12:15 pm to 1:00 pm	Lunch
1:00 pm to 1:20 pm	TWENTY – Connected Aligning Expectations – Confirm Your Remit – The Listening Tour
1:25 pm to 1:45 pm	TWENTY ONE – Connected Aligning Expectations – Confirm Your Remit – AR as a Change Agent

1:45 pm to 2:00 pm	Break
2:00 pm to 2:20 pm	TWENTY TWO – Connected Executive Support – Establish Your Covering Fire Building Executive Trust
2:25 pm to 2:45 pm	TWENTY THREE - Connected Executive Support – Establish Your Covering Fire When the Change Hits AR: Staying Calm, Adaptable, and Influential
2:45 pm to 3:00 pm	Break
3:00 pm to 3:20 pm	TWENTY FOUR – Connected Targeting Analysts – Rethink Your Analyst List – The Convergence Paradigm
3:25 pm to 3:45 pm	TWENTY FIVE – Connected Targeting Analysts – PR for AR, NOT AR for PR
3:45 pm to 4:00 pm	Break
4:00 pm to 4:20 pm	TWENTY SIX – Connected - Break Things – Reimagine AR - Aligning With Your Organization
4:25 pm to 4:45 pm	TWENTY SEVEN – Connected – Break Things – Reimagining AR – Future Proofing – Personally and Professionally
4:45 pm to 5:30 pm	TWENTY EIGHT - Lightning Round Panel – Day 2 Key Takeaways
Thursday April 9th	KCG Connects 2026 – Day 3 - Vista
7:30 am to 8:30 am	Breakfast
8:30 am to 9:00 am	TWENTY NINE – The Next Generation of AR Leaders – AR Academy Panel
9:00 am to 9:30 am	THIRTY – Analyst Contract Optimization – Analyst Contract Optimization Clinic
9:30 am to 10:15 am	THIRTY ONE - Analyst Contract Optimization – Analyst Contract Optimization Panel
10:15 am to 10:30 am	Break
10:30 am to 10:50 am	THIRTY TWO – Connected Maximizing Impact, Minimizing Lift, Doing More with Less – Alone Against the World
10:55 am to 11:15 am	THIRTY THREE - Connected Maximizing Impact, Minimizing Lift, Doing More with Less – Both Sides of the Deal: AR Through M&A
11:15 am to 11:30 am	Break
11:30 am to 12:00 pm	THIRTY FOUR Final Wrap-up and Key takeaways