



KCG

Connects 2027

AUSTIN, TX | MARCH 29TH - APRIL 1ST

A Letter to The Tribe

AR TRIBE,

KCG Connects 2027 is heading to Downtown Austin for the first time in 21 years, bringing the AR community together at the iconic Hotel Van Zandt near historic Rainey Street.

Coming off the momentum of Connects 2026, we're continuing to evolve the experience with the return of ConnectED Talks and AR Expert Panels, a new format that created some of the most engaging and practical conversations we've ever had at Connects. More than 125 AR professionals from 70+ technology organizations will gather to share ideas, tackle emerging challenges, and learn from one another as the AR landscape continues to rapidly evolve.

From fresh KCG research and Analyst Universe insights to candid peer discussions around influence, AI, strategy, and measurement, Connects remains the place where the AR TRIBE comes together to learn, connect, and grow.

We cannot wait to see you in Austin.

Bill Hopkins

Founder & CEO, Knowledge Capital Group



What is KCG Connects?

KCG Connects is a 2.5 day immersive event that brings together forward-thinking Analyst Relations professionals to explore the evolving analyst firm landscape and strategies shaping the future of the industry. KCG Connects is designed to spark meaningful conversations, share actionable knowledge, and equip organizations with the tools and strategies needed to stay ahead in a rapidly changing environment. It features over 25 AR practitioner-led ConnecTED talks, workshops, presentations and dynamic AR expert panel discussions led by industry leaders.



Featured Lectures & Workshops

Connects is built to deliver practical insights you can immediately apply within your organization from the ConnectED talks, AR Pro expert panelists, workshops and presentations. When you attend Connects, you'll also gain access to valuable post-event resources, including source materials, session decks, video recordings, and recap content designed to help you revisit key takeaways long after the event concludes.

Topics and themes that will be discussed at KCG Connects 2027

- **Updates on the Analyst Universe™ landscape.**
- **KCG primary's research of the AR Department Survey and AR Professional Survey**
- **Contract Optimization**
- **AR Strategy**
- **Growing Impact of AI in Analyst Relations**
- **AR Industry Best Practices.**
- **Sourcing and Procurement Advisors**



Hotel Van Zandt

KCG Connects 2027 is proud to call Hotel Van Zandt home for this year's event. Nestled in Austin's energetic Rainey Street District, the boutique hotel offers the perfect setting for networking, collaboration, and meaningful conversations with fellow Analyst Relations professionals. With stylish accommodations, exceptional dining, live music experiences, and Austin's top attractions just steps away, Hotel Van Zandt delivers an unforgettable backdrop for the ultimate KCG Connects experience.



Schedule



3/29 MONDAY

Arrive at Your Leisure

6-10pm - KCG Welcome Reception

Hotel Van Zandt - Pool Deck

3/30 TUESDAY

7-8am - Breakfast

8am-12pm - Day 1 Sessions

12-1pm - Lunch

1-5pm - Day 1 Sessions

5:30-9pm - Dinner & Networking Event

3/31 WEDNESDAY

7-8am - Breakfast

8am-12pm - Day 2 Sessions

12-1pm - Lunch

1-5pm - Day 2 Sessions

5:30-9pm - Dinner & Networking Event

4/01 THURSDAY

7-8am - Breakfast

8am-12pm - Day 3 Sessions

12-1pm - Lunch

Leave at Your Leisure

Registration

Registration Includes: course materials, hotel room, all meals & beverages and networking events for the duration of the event.

*Cost does not include travel to and from Austin, TX

COST

IN-PERSON RATE

\$3,995

click here

VIRTUAL RATE

\$995

click here



PAYMENT

- Credit Card
- Purchase Order
- Essentials Service Units

EXTRAS

Click [HERE](#) to inquire with KCG about additional options such as:

- Group rates for AR teams 5+
- Holding your AR team meeting at Van Zandt
- Upgrading your hotel room or extending your stay

Sponsorship Opportunities

This year we have opportunities for companies to sponsor KCG Connects! To learn more, schedule time with Jeff Turner [HERE](#) or email jturner@knowledgecap.com



Contact Us



Register for KCG Connects 2027
[Click Here](#)



Contact Us
Support@knowledgecap.com



Hotel Van Zandt
605 Davis St, Austin, TX 78701



Our Website
www.KCGConnectsTBD.com



Hotel Vandt Zandt Phone Number
[\(512\) 542-5300](tel:(512)542-5300)

