

## **Vendor Briefing: Sample Agenda**

The list below includes some of the topics that vendors may want to cover in vendor briefings. Consider providing concise content that will allow Gartner analysts to understand your business.

### **I. Company Overview**

- Brief history
- Vision statement
- Value proposition
- Organizational structure
- Operating principles
- Financial performance

### **II. Market Positioning**

- Assessment of market drivers or business issues
- Category description (Software integration, consultant, data-mining solution provider, etc.)
- Competitive position
- Description of target markets
- Go-to-market strategy – ( for example, direct, indirect sales model )
- Partner strategy
- Points of differentiation

### **III. Capabilities**

- Portfolio review
- Tools, methodologies
- Customer benefits
- Success stories
- Delivery model

### **IV. Strategic Intent**

- Vision for future directions
- Growth plan – (for example, organic, partners, acquisitions)
- Investment strategy

### **Supporting Materials**

Vendors should e-mail presentation materials to the vendor briefings specialist and the analysts attending the briefing at least three business days in advance of the scheduled briefing. All files should be "zipped" and less than 3MB in total size to facilitate downloading and posting to our archival database. E-mailing materials in advance is particularly important as many of our analysts travel, and downloading large files remotely can be technically challenging. If certain information is confidential or embargoed, that should be noted on the document and cover letter. Gartner discourages the use of Non Disclosure Agreements.