

We're excited to hear what you've been up to!

WHO

Clients and non-clients are encouraged to brief RedMonk's analysts. Typical attendees include:

- Analyst Relations
- Marketing Team Leads (CMO)
- Founders
- DevRel, DevX
- Technology Leads (CTO)
- Product Team Leads (CPO)



WHAT

Most briefings involve presenting a slide deck that updates RedMonk about significant changes.

These may include

- Initiatives
- Updates to your products & services
- Funding rounds
- NDA



WHERE

Online. We use Zoom.



WHEN

Anytime you have updates to share with RedMonk.

Clients should brief analysts *at least 4x per year*.

Non-clients can brief analysts *up to 4x per year*.

Contact [Morgan Harris](#), RedMonk's amazing Account & Engagement Manager, to coordinate your briefing.



WHY

To keep RedMonk's analyst team informed about your company's initiatives and growth.



SUGGESTED AGENDA

Clients: 45-minute briefing call:

- ~5 minutes for intros
- ~30 minutes for a briefing & demo
- ~10 minutes for questions.

Non-Clients: 30-minute briefing call:

- ~5 minutes for intros
- ~20 minutes for a briefing & demo
- ~5 minutes for questions.

