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)

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.

**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.

**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

**Online. We use Zoom.**