



## Alteryx Global Kickoff 2019

**Ask Me Anything Track** - Anyone can ask anything. As simple as that. Get answers to your most sought-after questions.

Breakout Title	Description
AMA Panel: Strategy, Success & Signals <i>Duration: 45 minutes</i>	It's as simple as that. Get answers to your most sought-after questions from Dean Stoecker, Libby Duane-Adams and Scott Jones.
AMA Panel: Value, Vision & Viewpoints <i>Duration: 45 minutes</i>	It's as simple as that. Get answers to your most sought-after questions from Derek Knudsen and Ashley Kramer.
AMA Panel: People, Process & Priorities <i>Duration: 45 minutes</i>	It's as simple as that. Get answers to your most sought-after questions from Chris Lal, Chad Bennett, Kevin Rubin.

**Career Track** - Fit for new and tenured associates alike, professional development is the intention of these sessions.

Breakout Title	Description
Managing Your Career <i>Duration: 60 minutes</i>	In this course you will walk through exercises to help you determine career goals and how to discuss those goals with your manager. We will review the Individual Development Plan and how to partner with your manager, mentor and others to achieve your goals.
Goal Setting <i>Duration: 60 minutes</i>	Join us to learn more about the organizational goals and how they cascade to you in your role. The course provides hands-on practice in setting SMART goals that increase the likelihood of achieving your performance and developmental goals.
Interview Selection <i>Duration: 3 hours</i>	Learn how to effectively identify and interview candidates. Sharpen your interviewing and probing skills in a fun group setting.
Managing Difficult Discussions <i>Duration: 3 hours</i>	Whether you are a seasoned manager or just starting out in leadership, sharing unwelcomed news with your team or guiding a direct report through a performance issue can often test your abilities. In this course, you will learn how to better prepare for difficult conversations, and how to make them productive. *People Managers Only*



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**ReBoot Track** - Join cohorts from 2016 and prior to reconnect with the Alteryx brand and use cases.

Breakout Title	Description
Alteryx Two Minute Story <i>Duration: 45 minutes</i>	Dive back into the fundamentals and connect with our badass brand - walk away ready to amplify who we are, what we enable customers to do, how we make them feel, and where we fit.
How Alteryx Uses Alteryx <i>Duration: 45 minutes</i>	It's true – Alteryx uses Alteryx. Or as some say, we drink our own champagne! If you're interested in learning about the use cases that fuel the Alteryx corporate engine, this session is for you. Note: champagne not included



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**Revenue Track** - Workshops designed to mobilize Sales and Marketing for quota crushing status in 2019.

Breakout Title	Description
Building Your Business <i>Duration: 1.5 hours</i>	How well do you understand the lead process? How aligned are you with the buyer's journey? How strong is your social selling game? If these are areas you'd like to improve upon, this session is for you. Walk away with techniques and tools for building and managing your pipeline.
Selling to Office of Finance <i>Duration: 45 minutes</i>	Strategic input from finance is quickly becoming table stakes. The role of the CFO is changing from "traffic cop to city planner" – less focus on infractions and more on changing the system. Leading execs owe their growing clout to a truly granular and holistic view of data – enter Alteryx. Hear directly from Thomson Reuters about their tax and audit offering – invaluable insights from leading industry experts.
Selling to IT <i>Duration: 45 minutes</i>	What inspires an IT leader? Take part in this session to discover tips and tricks for selling to IT. From Data Governance to Self-Service – learn how to successfully align with the mandates that drive IT priorities.
Community as a Sales Technique <i>Duration: 45 minutes</i>	Customer accounts with registered community users buy more, advocate more, and remain customers longer than accounts without. Come to this session to learn how to leverage the Alteryx Community to build trust, deepen your relationships, and drive revenue through your accounts.
Data Science Demystified <i>Duration: 45 minutes</i>	Time to delve into the data science realm and personas who rock this space. Get answers to basic questions, learn why not all data scientists are created equal and most importantly – what to say when engaging with one.
Platform Selling <i>Duration: 45 minutes</i>	Alteryx = Analytics – revolutionizing business through data science and analytics...it's what we do! Close more, close faster by altering how you position our modern analytics platform.
Competitive Landscape <i>Duration: 45 minutes</i>	We are the champions – learn how and why as the ABCDs are explained and best practices to win are amplified.
Challenger Sale <i>Duration: 45 minutes</i>	The Challenger Sale is a research-based approach to sales in which the seller actively teaches the prospect, tailors their conversions, and takes control of their sales process. By embracing these principles, you will take your organization on a transformative journey turning traditional solution selling on its head.



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**Technical Track** - Deep dive into technical topics, such as our product investment areas, or participate in hands-on product training.

Breakout Title	Description
Smart/Predictive Deep Dive <i>Duration: 45 minutes</i>	Welcome to the world of tomorrow! How does Alteryx plan to mold the Citizen Data Scientists of tomorrow out of the Business Analysts of today? What are the biggest obstacles facing analysts as they try to expand their problem-solving horizons? Come join us to learn more about the landscape for predictive analytics and data science, the products Alteryx is building to unleash the potential of our customers, and our strategy for pushing Alteryx's ML/AI capabilities to the limit!
Server Deep Dive <i>Duration: 45 minutes</i>	"Expand" your knowledge by joining members of the Platform Product Management group to learn about the finer details of our Enterprise product, a critical piece of our Land & Expand model. Attendees can expect to learn more about the technical implementation, hear feedback from the field, as well as learn more about how the team goes about choosing what next great feature to build.
Engine Deep Dive <i>Duration: 45 minutes</i>	What is the Alteryx Engine and how does it process Data? Alteryx isn't Alteryx without an Engine and Data to fuel that Engine. Come join us to learn where the Alteryx Engine fits in our product suite and gain a high level overview of how it processes data through a workflow.
Visulytics Deep Dive <i>Duration: 45 minutes</i>	Let's get down to Viz-ness! What is Alteryx Visulytics and what value does it offer? Alteryx Visulytics is about helping our customers understand and feel confident in working with their data at every step in the analytic process: from data profiling to building visual output and sharing with others. Come learn the ins and outs with a deep dive into the features available today that help Alteryx users win their day back.
Designer Deep Dive <i>Duration: 45 minutes</i>	Designer's true beauty is in the analytics super hero you become when you use it. Designer empowers our fanatic customers with the analytic freedom to blend, prep, and analyze and deliver powerful results for their businesses. Come hear our Product Management team discuss the who, what, when, and where of the improvements we've added to Designer over the last few years to delight our customers – from usability improvements to make our users more efficient to Location Intelligence solutions with spatial and data packages to a modern new look for Designer.
QA Process + Release Management Deep Dive <i>Duration: 45 minutes</i>	Gain some perspective on the behind the scenes processes related to how field feedback is captured, how that information is used to inform product roadmap and then all of the processes in place to properly QA test and then release that content. You'll walk away with a deeper understanding of the full value for all of these processes, empowered with new knowledge worth sharing with customers. In the case of technical folks, in addition to having new stories to share with customers, you'll also have gained greater context into your work.
Designer Basic Training <i>Duration: 2 hours</i>	Let's take it back to the basics! Has it been awhile since your Bootcamp and want to get a refresher? This is the session for you! In this session, we will build a workflow and along the way give color has to 'how' and 'why' we present it to customers in the way we do. In this session, we will be covering the favorite tools and even get a peek at some predictive tools.
Designer Learning Lab <i>Duration: 2 hours</i>	Ready to do your job at the speed of Alteryx? Learning Alteryx is more fun when you have a problem to solve: your problem. Bring one of your business problems that you think could be solved quickly with Alteryx. We'll pair you up with a mentor who can help you build towards a solution and teach you everything you need to know about the solution along the way.