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Professional AR support services now available in mainland Europe as KCG and Destrier team up

Austin, Texas, October 17, 2016: KCG and Destrier Communications have partnered to make KCG's award-winning analyst relations training services widely available in mainland Europe for the first time.

Analyst Relations (AR) is a growing market, as companies of all sizes in Europe place a greater emphasis on influencing the influencers: Analyst firms that have a hand in buying decisions, vendor shortlisting and even reviewing RFPs, in the technology, aviation and other industries.

KCG – the Knowledge Capital Group – is among the most-established firms providing advisory services to companies that are looking to better understand the world of analyst relations. KCG delivers this through a broad portfolio of coaching, training and consultancy modules. Founded by Bill Hopkins, a former analyst at leading advisory firm Gartner, KCG also wrote the authoritative book on AR, *Influencing the Influencers*.

KCG services will now be delivered on the ground in mainland Europe in association with new strategic partner Destrier Communications, led by 20-year industry analyst relations expert Simon Jones. Founded earlier in 2016, Destrier is based in the German IT capital of Munich, in the heart of Europe, and provides strategic communications services to tech companies.

Stephen England, President & Partner at KCG, comments: “The analyst business has clearly gained critical mass in Europe – with more and more tech companies investing in dedicated Analyst Relations resources. Through teaming up with Destrier, we are able to ensure that these organizations have access to KCG's portfolio of AR training and consultancy services. This means European firms can now use the full toolbox of AR tools and understand how to identify, engage and benefit from working with the analyst firms, as well as knowing how to pinpoint the analysts themselves who have the greatest potential impact on their business.”

Simon Jones, Managing Partner at Destrier, says: “Very often, companies consider truly effective analyst relations to be black magic. Many have dabbled in AR, often through PR firms that provide rudimentary AR outreach as an add-on, yet fail to grasp that AR is more than just filling a few gaps in a media tour schedule. The European market

deserves better AR support and we're excited about adding KCG's AR training and consultancy to our portfolio of strategic communications services."

Dr Carlo Velten, founder at independent analyst firm Crisp Research, based in Kassel, Germany, says: "Analyst firms like Crisp are always delighted to work with AR professionals who are familiar with the value-add that we can provide to their business. All too often, companies that don't properly understand AR quite simply miss the chance to shine in reports or studies that have the potential to propel them to the front of their market – which means leaving deals on the table."

About The Knowledge Capital Group

The Knowledge Capital Group Inc. (KCG) is the global leader and foremost authority for Industry Analyst Relations. KCG enables its clients to leverage improved Analyst Relations to increase sales. KCG is the first and only firm that was founded by former industry analysts and has helped over 500 technology vendors and over 1,500 Analyst Relations practitioners to improve their scores and the number of times they are shortlisted. KCG's balanced insight into the Analyst Relations business is based on our best-selling book – "Influencing the Influencers".

About Destrier Communications

Founded in 2016, Destrier drives effective communication in the age of digital transformation. Destrier's team of senior marketing communications strategists create and implement effective, integrated corporate communications programs spanning PR, Analyst Relations, Internal Communications and digital channels. Destrier is headquartered in Munich, Germany, with an international team spanning the globe.