Update to Gartner Vendor Briefing process

A Vendor Briefing is a research tool for industry analysts, and an opportunity for an IT vendor to present its products, services and business strategies to analysts who cover the vendor specifically or a related technology or market.

What is happening?

Starting **January 21, 2021**, Gartner Vendor Briefing (VB) will be set at a default of 45 minutes instead of 60 minutes.

Note that:

- Vendors can still request a 30 or 60 minutes VB by documenting that request in the “Additional Details” box of the [VB online submission form](#).
- All Vendor Briefings are recorded. The recordings are available both to analysts who attended the briefing as well as those invited who couldn’t attend.
- This change does not impact already scheduled VBs and doesn’t apply to briefings that Gartner analysts can request to support their research creation e.g. Magic Quadrant and Critical Capabilities.

Why this change?

This change will make it easier to schedule VBs as it aligns better with analysts’ calendar management practices.

Action:

Click [here](#) for more details on the Gartner Vendor Briefing process, including guidance on how to request a VB with a Gartner analyst and best practices for VBs.