





Be the next Anaplan customer advocate

[Enroll today](#)







We love giving our most successful customers the opportunity to showcase their achievements in decision excellence. When you join the Anaplan Customer Advocacy Program, you gain access to opportunities designed to elevate your personal brand and connect you with other forward-thinking industry peers, Anaplan leadership, and the greater Anaplan community. Involvement with advocacy positions you and your organization as innovators – and can even help you advance your career – by sharing the compelling, relevant work you do with the Anaplan platform.

This document outlines the various activities available to you in the Anaplan Customer Advocacy Program. Please know that you are always in control of your participation. You opt in only to those activities you find most interesting and relevant to your experience. We will present opportunities to you as they emerge, at the frequency you request, with the knowledge that public-facing, named activity often requires internal stakeholder approval.

Why become an Anaplan advocate?

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|---|---|--|---|
|  Recognition Further your personal brand by showcasing your success and innovation. |  Success Promote your company's success while enhancing its status as an industry leader. |  Networking Connect with forward-thinking peers from other leading brands. |  Access Attend exclusive meetings with Anaplan executives and product teams for opportunities to influence the Anaplan product roadmap. |
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Engagement opportunities

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|---|---|---|--|---|--|
|  Peer-to-peer engagements <ul style="list-style-type: none"> • Product reviews • Reference calls |  Analyst engagements <ul style="list-style-type: none"> • Analyst briefings and reports • Analyst case studies |  Events <ul style="list-style-type: none"> • Flagship event speaking opportunities • Third-party industry events • Webinar presentations • User groups |  Success stories <ul style="list-style-type: none"> • Written customer stories • Video testimonials |  Thought leadership <ul style="list-style-type: none"> • Social media engagement • Blog features • Byline articles • Newsroom quotes |  Media engagements <ul style="list-style-type: none"> • Press releases • Media interviews |
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Advocacy shines a spotlight on your success

These links show some of the opportunities available to members of the Anaplan Customer Advocacy Program.

Events


Anaplan Connect highlights
(includes videos)
<https://www.anaplan.com/connect/on-demand/>

Thought leadership



Aviva expands its deployment of Anaplan's scenario planning and analysis platform (a newsroom quote)
<https://www.anaplan.com/news/aviva-expands-deployment-anaplan-scenario-planning-and-analysis-platform/>

Success stories


Industry: Consumer Products
Region: EMEA
<https://www.anaplan.com/customers/abinbev/>


Industry: Technology
Region: AMER
<https://www.anaplan.com/customers/autodesk/>



Industry: Professional & Business Services
Region: AMER
<https://www.anaplan.com/customers/avanade/>


Industry: Automotive
Region: EMEA
<https://www.anaplan.com/customers/jaguar-land-rover/>


Industry: Industrial Manufacturing
Region: APAC
<https://www.anaplan.com/customers/konica-minolta/>


Industry: Consumer Products
Region: EMEA
<https://www.anaplan.com/customers/loreal/>


Industry: Insurance
Region: AMER
<https://www.anaplan.com/customers/marsh/>


Industry: Banking
Region: APAC
<https://www.anaplan.com/customers/mizuho-bank/>


Industry: Pharma & Life Sciences
Region: APAC
<https://www.anaplan.com/customers/novotech/>

Have questions? Want to learn more? Care speak with someone 1:1?

Email us at customermarketing@anaplan.com or self-select those activities most interesting to you here: <https://www.anaplan.com/advocacy-program/>

Note: Form submission automatically enrolls you in the program, but you will never be assigned to a specific activity without your express permission.