



BBBT Guide Revised May 20, 2013

About the BBT

The Boulder Business Intelligence Brain Trust, or BBT, was founded in 2006 by Claudia Imhoff. Its mission is to leverage business intelligence for industry vendors, for its members, who are independent analysts and experts, and for its subscribers, who are practitioners. To accomplish this mission, the BBT provides a variety of services, centered around vendor presentations.

For more, see: www.boulderbibraintrust.org.

About this guide

This guide includes information regarding the BBT, its Events, and offerings. For more information contact:

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Why participate?

For **vendors**, presenting at the BBBT is an opportunity to reach more than 80 industry analysts and experts in a single event. Plus, you'll get their valuable feedback and marketing reach/buzz.

For experts, consultants, and independent analysts, as a **member**, you'll have an ongoing flow of information on the latest BI tools and technologies, including advance release information and other NDA material. You'll also have the opportunity to network with the other members, vendors, and practitioners, including the opportunity for leads. Finally, since the non-NDA portions of the events are recorded, you don't have to miss out, even if you can't attend an event due to a scheduling conflict.

For practitioners, although you cannot attend the presentations, as a **subscriber**, you'll have nearly the same flow of information on the latest BI tools and technologies, and access to the members, vendors, non-NDA recordings, podcasts, Q&A, event summaries, case studies, press releases, and more.

Are there any fees?

BBBT membership is FREE.

BBBT subscriptions are FREE.

Effective July 1, 2013, vendors pay a event fee of \$2,000 for Events and Bonus Briefings.

More about Events

What is a BBBT Event?

BBBT Events are half-day BI vendor presentations, held on Friday mornings throughout the year. The presentations are similar to typical analyst briefings, only better because they are longer, more detailed, interactive, and reach more people. Local members attend in person and remote members attend via GoToWebinar.

What's included for the fee?

The Event itself, twitter buzz, press release(s), a podcast, podcast transcript, an event summary document (Roundup),



and a video recording of the event with audio and video of the slides and live video.

Is there a BBBT Event every week?

No. Due to holidays, vacations, and other scheduling constraints, there are gaps in the schedule.

As a vendor, how do I get on the Event schedule?

Request Dave Imhoff to add your organization to the candidate list for the next ranking. His contact information appears above on the first page.

In general, the Event schedule is filled 6 to 12 months in advance by member voting. The members rank each eligible vendor on a 1 to 10 scale. The vendors with the highest rankings are the most likely to be offered an Event.

Given that vendors don't always receive an Event that coincides with their product releases, the BBBT offers On Demand presentations, which are scheduled not by member preferences, but by vendor's needs. See **More about On Demand Presentations** and **How to request a vendor presentation** below for more.

How many members usually attend?

Attendance varies, due to the members' respective schedules, but there are usually 2 to 6 in-person and 10 - 20 remote/webinar attendees.

What is the typical agenda?

8:15 am Arrive, set up, chat, refreshments
9:00 am Introductions, News, Etc.
9:15 am Presentation Part 1 - non-NDA
10:30 am Break & record the podcast
11:00 am Presentation Part 2 - NDA
12:30 pm End of Meeting, Pack up
1:00 pm Lunch at Murphy's North



Where are the Events held?

BBBT Events are held at 5305 Spine Rd, Unit E, Boulder, CO, 80301. Unit E is in the rear of the building.

Do vendors have to travel to Boulder -- Can I present remotely?

Vendors are strongly encouraged to present in person. There are several benefits of doing so. First, there's the value of the personal interactions with Claudia Imhoff and the other in-person attendees, both during the Event and afterwards at lunch. Second, events and podcasts are recorded with professional equipment, so the quality is much better than that of telephone or VOIP. Also, live video is not provided for remote events.

To minimize travel expenses, a vendor may choose to send only one representative and have others attend remotely.

If travel is just not an option, the vendor may present entirely remotely.

More about On Demand Presentations

Given the high demand for BBBT Events, vendors often find that the schedule is full when they need an Event most. To assist vendors in meeting their marketing goals and new release schedules, the BBBT offers On Demand presentations.

On Demand presentations are shorter in length (1 hour) and remote only.

How to become a member

You can become a member in just a few steps:

- Step 1: Request Dave Imhoff send you a copy of the Membership Agreement. His contact information appears above on the first page.
- Step 2: Agree to the BBBT Member Guide terms and conditions.
- Step 3: Send Dave a short profile and head shot photo for the Members web page.



The BBBT does not sell or otherwise convey your member information to third parties. You may cancel your membership at any time.

How to become a subscriber

You can become a subscriber in just a few steps:

Step 1: Request Dave Imhoff send you a copy of the Subscriber Application. His contact information appears above on the first page.

Step 2: Complete and return the Subscriber Application to Dave.

Dave will add you to the BBBT Subscriber distribution list. You'll receive information on all of the Events and the Bonus Briefings, including non-NDA recordings, podcasts, Q&A, Event summaries, case studies, press releases, and more.

The BBBT does not sell or otherwise convey your subscriber information to third parties. You may cancel your subscription at any time.