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# BBBT Member Guide

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## 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/presenters, 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 on vendor presentations.

For more, see: [www.boulderbibraintrust.org](http://www.boulderbibraintrust.org).

## About this guide

This guide includes information for prospective members who are interested in joining the BBT. For more information contact:

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## Guidelines

### The Chair

Claudia Imhoff is the Chair of the BBT ([claudia@bbbt.us](mailto:claudia@bbbt.us)). The Chair reserves the right to take any administrative measures at any time, for any reason.

### Invitation Only

The addition of new members is by invitation only. An analyst or practitioner who wants to join should apply via an email to the Chair. Membership is granted at the Chair's sole discretion.

### Qualifications

The BBT was established to benefit independent business intelligence analysts and/or experts and/or practitioners. Its members must not be closely affiliated with, or employed by analyst firms or vendors.



### Resignation

Any member may resign their membership at any time for any reason, by notifying the Chair.

### Membership Costs

Membership is free.

### Membership Benefits

Membership benefits include the opportunity to:

Attend BBBT events, remotely or in person, to receive up to date vendor briefing information, sometimes including NDA material, and to interact with the presenters and other members.

Watch event video recordings for events that cannot be attended, or for reinforcing attended event info.

Participate on BBBT panels at vendor user, and other types of, conferences.

Receive and respond to consulting, speaking, educating, and authoring leads which the BBBT receives from time to time.

Network with other members and BBBT subscribers.

### Semi-annual Vendor Rankings

The event schedule is filled by member rankings of the potential candidate vendors. Members must provide semi-annual rankings to facilitate the scheduling process by ranking the vendors on a 1 to 10 scale in an Excel spreadsheet (provided) and returning the spreadsheet.

### Attendance Quota

Members must attend at least one (1) meetings per quarter.



## Vendor and BBBT NDA Material

### **Vendor NDA Material**

BBBT presenters may, but are not required to, present NDA material during their events. As a condition of membership, every member must agree to 1) respect and protect any and all presenter NDA material identified as such, 2) refrain from distributing it in any way, in whole or in part, to any non-member third parties, and 3) hold the BBBT harmless for member violations of this requirement.

Violation of this requirement will harm/tarnish the BBBT's reputation and limit vendor future presentation of NDA material. Therefore, violation is grounds for membership termination, and civil legal action.

Note: Although rarely elected, each presenter has the right to require that all attending members execute an NDA in order to attend. Each member may refuse to execute such NDA and shall be excluded from attending the meeting in question.

### **BBBT Non-public Material**

Some BBBT materials are available to the public. Some are restricted to members and/or subscribers. For all restricted materials, including but not limited to newsletters and event recordings, the same restrictions on Vendor NDA Material apply.

## Recusal

In the case of reasonably perceived conflicts of interest through a member's affiliations, investments, clients, business dealings and other interests, the member will recuse themselves from attendance. In addition, each vendor also has the right to specifically deny the attendance of any member. In the event of a disagreement, final resolution will be determined by the Chair.