



BBBT Presenter Guide Revised Oc. 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/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.

About this guide

This guide includes information for vendors who are scheduled to present either a BBT Event or BBT On Demand presentation. For more information contact:

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Types of Events

There are 2 types of presentations - Event and On Demand.

Events may be in-person, where at least one vendor representative travels to Boulder (encouraged), or remote-only (discouraged), where the vendor does not travel to Boulder.

Events are always half day and held on Friday mornings.

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

On Demand presentations are typically 2 hours long, and (usually) held Monday through Thursday mornings.



Costs

The BBBT charges \$2,000 for either Event or On Demand presentations.

Effective January 1, 2014, the fee for On Demand Presentations will increase to \$3,000.

The fee covers the costs of:

- GoToWebinar services,
- Podcast editing,
- Podcast transcription,
- Event video editing,
- Vimeo services,
- Press release services,
- High speed Internet connectivity,
- Administration,
- Facilities,
- Audio & Video Equipment,
- Catering

For in-person Events, there are travel expenses for the presenters.

Benefits

As our waiting list suggests, the value of presenting to the BBBT is significant and compelling.

Reach - There are over 100 BBBT members. Attendance typically ranges from 15 to 25. The economies of scale are unrivaled.

Event Recording and podcast - Presentation reach is extended to all of our members, and beyond to our subscribers, with event recordings and podcasts. The audio, live video, and the presenter desktop (of the non-NDA content) are combined into a professionally edited video. In addition, a 15 minute podcast, hosted by Claudia Imhoff, is recorded and professionally edited.

Twitter Buzz - The attendees tweet regularly throughout the presentation. Tweet counts frequently exceed 100.



Feedback - Many analyst briefings can be monologs. BBBT presentations include dialog -- input and questions from the attendees.

Press Release - A pre- or post- event press release, jointly created, and released by the BBBT via PRWeb is included.

Presentation Agreement

Once a vendor is selected to present at either an Event or an On Demand presentation, they will receive a Presentation Agreement to complete, sign, and return.

More about Events

Suggested Content

Part 1 - Current Situation - non-NDA material

Start by spending about 15 minutes summarizing your organization's position in the BI space, types of offerings, number of customers, top line revenues, age, history, growth, acquisitions, funding situation/phase, etc.

Next (a little more than an hour), focus on what you currently offer that industry analysts would find compelling and interesting. What do you do? How do you do it differently than your competitors? You may want to provide demos or screen shots of your offerings.

Remember that you have an hour or so, the analysts are familiar with the BI industry and its products/services, and there will be questions/interruptions/discussion.

During Part 1, Claudia will prepare a half dozen "easy" questions that she'll ask during a 10-15 minute podcast.

Podcast (In-person Events)

For Event presentations where the vendor's presenters travel to Boulder, there will be a 30 minute break at 10:30, so the podcast can be recorded.



Part 2 - Future Plans - NDA material if any

After the break, provide forward looking information about your upcoming releases. Consider doing a demo. Talk about the planned upgrades and features. Ask the analysts if they have any suggestions regarding your marketing channels, your overall message, etc., or if they have comments on current and future offerings.

Podcast ([Remote-only Events](#))

For remote-only Event or On Demand presentations, where none of the vendor's presenters travel to Boulder, podcast will be recorded immediately after the presentation is over. So, allow an additional 30 minutes.

Is NDA material required?

No, but it's encouraged.

We will respect and protect your confidential information, but you **MUST** identify it as such before you give it to us.

CLEARLY MARK ALL CONFIDENTIAL SLIDES AS SUCH. MENTION THEM AS BEING CONFIDENTIAL AS YOU DISPLAY THEM AND DISCUSS THEM.

PREFACE YOUR CONFIDENTIAL ORAL COMMENTS BY SAYING THAT "THE FOLLOWING IS CONFIDENTIAL...", OTHERWISE YOUR COMMENTS MAY BE TWEETED (INSTANTLY) BEFORE YOU GET THE CHANCE.

Typical Event agenda

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



Typical On Demand agenda

8:15 am Log in, set up, chat,
9:00 am Introductions, News, Etc.
9:10 am Presentation
11:00 am End of Meeting
11:30 pm Record Podcast

More about in-person Events

Is there a dress code for in-person Events?

No. Attending members may be in casual, business casual, or business attire. Presenters frequently dress up, not down, but that's their choice.

Where are in-person Events held?

ISI's offices are located in the rear of the building at 5305 Spine Road, Unit E, Boulder, CO, 80301.

Do you have any information on travel?

Airport: Denver International Airport

Transportation: Rental Car, Super Shuttle

Suggested Hotels:

Reasonable & close to the venue:

[Hampton Inn & Suites](#) (New - 8/13, Closest)

[Courtyard By Marriott](#)

[Residence Inn By Marriott](#)

[Boulder Marriott](#)

More expensive, farther away, but in the heart of the Pearl Street Mall district:

[St. Julien](#)

[Hotel Boulderado](#)