



## Leadership Guide

Thank you for considering a leadership position in the TIBCO User Group Program! We appreciate your interest in promoting the exchange of ideas and best practices, and in supporting the TIBCO user community in your region.

### Overview

#### User Group Mission and Charter

TIBCO User Groups are local communities of customers, partners, and resident experts of TIBCO and its technologies, creating an opportunity to connect with IT peers and TIBCO executives. Regularly held meetings foster the exchange of ideas and the sharing of technology best practices, and also offer sneak-peeks of new our upcoming TIBCO products.

#### Leadership and Governance

Most TIBCO User Groups are governed by a Steering Committee formed by 3 to 5 group members, including an elected Committee Chairperson. The time commitment for Steering Committee members is usually no more than 2-3 hours per month, and slightly more for the Chairperson. If you need help in recruiting a Steering Committee, TIBCO can help you do so. Leadership terms are determined individually at the group level, but are generally between six months to one year, in order to minimize the burden on any individual.

#### Benefits

Leadership offers a number of benefits including:

- Opportunity to shape the agenda for the User Group – e.g., technology focus areas, selecting customer speakers, determining discussion topics
- Ongoing direct communication with TIBCO's local, regional and corporate leaders
- Opportunity to represent the customer and user community on pressing issues (e.g., technology roadmap, corporate policies, tactical issues, etc.)
- Establishment as a leader among IT peers and colleagues

### Starting a User Group

#### Review What Already Exists in Your Region

Visit our User Group Resource Center at [URL], or work with your local TIBCO representative to review any existing groups and/or meetings in your region. If a group currently exists, we will put you in touch with the group's leadership so you can explore participation and leadership opportunities. If no group currently exists in your region, we can help you get started.

#### Leadership Responsibilities

Steering Committee members will be asked to sign the User Group Program Requirements and Guidelines document. This document can be amended to suit the needs of the individual group. Consider this document carefully, as it outlines your responsibilities as a Steering Committee member, including:

- Working with TIBCO on meeting content: agendas, presentations and speakers
- Managing User Group membership and contacts
- Coordinating with TIBCO on meeting logistics, promotion and funding.

### Resources

TIBCO provides several resources to help in starting and sustaining User Groups, including:

- Local TIBCO contact to help in setting the agenda, coordinating logistics, and promotion
- Communication resources to promote User Group meetings, including newsletters and event flashes.
- Online community and calendar to promote meetings, archive content, and extend User Group discussions beyond the physical meetings
- Modest funding to cover expenses. (Please note: expenses to be covered by TIBCO must be pre-approved by TIBCO. Please contact [usergroups@tibco.com](mailto:usergroups@tibco.com) for information on requesting funding)

### Best Practices and Logistics

#### Meeting Location

Identify a meeting place that is convenient and accessible for the most members. We recommend holding meetings at User Group members' facilities, rotating among members. Meetings may also be held at local TIBCO offices, offices of a TIBCO partner, or other third-party venues. Your local TIBCO representative can also help recommend potential locations.

#### Meeting Timing and Frequency

Whether your group meets semi-annually, quarterly, or more frequently, we recommend creating a regular meeting schedule to help set expectations and allow members to mark meetings on their calendars well ahead of time, increasing attendance over time. We recommend setting aside time during each meeting to discuss logistics and content for the next meeting as a group. We also recommend gathering formal feedback at all meetings – TIBCO can help with feedback form templates and data gathering.

#### Agenda and Speaker Selection

Most User Group meetings will include a healthy mix of content from TIBCO on products, roadmaps, and technology, as well as significant contributions from peer User Group members on implementation benefits, lessons learned, and best practices. We also encourage dedicating some portion of the agenda to interactive discussion on the business or IT topics of the day.

During the initial incubation period after a new User Group is launched, your local representative from TIBCO can help identify and book speakers from TIBCO and from group members. Over time, the Steering Committee will be enabled to independently nominate and book speakers. Unfortunately, TIBCO cannot always guarantee speakers or content for meetings. Please plan ahead and give us as much notice as possible.

#### Steering Committee Meetings

How often should the Steering Committee meet? It depends on how often your User Group meets. Ideally, you should have leadership conference calls with your local TIBCO representative one to two months before each event so you can plan content and start working together to recruit speakers and secure logistics.

#### Questions or Comments?

Please contact us at [usergroups@tibco.com](mailto:usergroups@tibco.com) if you have additional questions. We're here to help you as much as possible. Good luck!