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# BBBT Presenter Guide

## About this guide

This guide includes information for business intelligence, analytics, and data warehouse software vendors, who are interested in presenting to the BBT membership.

## About the BBT

The Boulder Business Intelligence Brain Trust, or BBT, was founded in 2006 by Claudia Imhoff.

Its mission is to promote business intelligence (BI), analytics, and their supporting infrastructures for:

- ✓ Software vendors,
- ✓ BBT members (independent analysts and experts), and
- ✓ BBT subscribers (everyone else).

To accomplish its mission, the BBT provides presentation/webinar services to software vendors.

For more, visit the [BBT home page](#) or contact:

David Imhoff  
(303) 517 - 1383 mobile  
[dave@bbbt.us](mailto:dave@bbbt.us)



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## About Events

Events are recorded, half-day, marketing webinars, similar to analyst briefings, but longer, two-way, and more in-depth.

In addition, they include a 15 minute professionally edited podcast with Claudia Imhoff, a professionally edited video and trailer of the non-NDA portions, and Twitter analytics of the tweets proximate to the event.

Software vendors purchase Events for a variety of reasons, including feedback, economies of scale, and marketing buzz.

## Why Present?

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

### Feedback

BBBT Events are definitely not monologues. Communication is two-way. Questions and comments come from the attendees, and from the public via Twitter, as the members integrate their understanding of your software features with their real-world client experiences.

### Economies of Scale

Independent analysts and experts can be challenging to reach efficiently. In general, the more of them you need to reach, the more briefings you need to hold.

The economies of scale of a BBBT Event are unrivaled, helping you reduce the cost of reaching the independents. With a single briefing, you can reach 10 to 20 members directly. With the included video, trailer, and podcast, you can reach more than 200 members and more than 800 subscribers.



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## Marketing Buzz

The BBBT members Tweet frequently during the Events. Using our #bbbt hashtag, and the handles and hashtags of the vendor, we generate significant buzz.

## What's included?

### Webinar

8:30 am	Log in, set up, sound check
9:00 am	Start, Introductions, News, Etc.
9:10 am	Presentation Part 1 - non-NDA
10:30 am	Break
10:45 am	Presentation Part 2 – non-NDA wrap up &NDA
11:45 am	End
12:00 pm	Record Podcast

### Podcast

A 15 minute podcast, hosted by Claudia Imhoff, is recorded and professionally edited.

### Video

The audio and presenter desktop video of the non-NDA content are combined into a professionally edited video.

### Trailer

The major points of the video are captured in an approximately 5 minute trailer.



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## Suggested Content

### Part 1 - Current Situation - non-NDA material

Start by spending about 10 minutes summarizing your organization's position in this 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 and implementation experts would find compelling and interesting. What do you do? How do you do it differently than your competitors? You should provide demos or screen shots of your offerings.

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

During Part 1, Claudia will prepare a half dozen questions that she'll ask during the podcast.

### Part 2 – Forward looking - NDA material if any

After the break, wrap up Part 1 and move on to NDA information about your upcoming releases. 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.



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## 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 BEFORE 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.

## Should I travel to Boulder and present in person?

Effective April 1, 2017, all events will be held remotely. There will be no travel to Boulder thereafter.

## How are events scheduled/awarded

When the BBBT first started, in 2006, we facilitated a handful of presentations to a limited membership, scheduled on a first-come first-served basis. Very quickly, demand skyrocketed to the point where the schedule was full 18 months in advance.

To eliminate the backlog, we added more Events and changed the scheduling approach to be largely based on member preference. the BBBT members vote on the vendors they'd like to hear from 6 to 12 months into the future.

With over 200 vendors competing for 20-30 slots, Events are not a sure thing.

Events occur on Fridays.

2017 event pricing is \$5,000.