

## **INTRODUCTION**

The purpose of BIG is to provide education and networking opportunities that span all disciplines necessary to implement intelligent building solutions. Our programs and activities are to build support and demand for intelligent, connected buildings at all levels of stakeholder.

As a group, we advocate for open systems to allow end-users choice in technology and service providers, in addition to allowing for the adoption of future progressive technology that would enhance the performance of a building. We also seek to establish a framework to provide a contracting vehicle for delivering intelligent, connected buildings.

## **STATEMENT OF PURPOSE**

The Membership/Marketing Committee is established to promote BIG and identify members who would add to the diversity and overall dynamics of the group. This committee is vital in determining an optimal mix of member disciplines and roles and actively solicit firms and people who would keep an ideal membership mix. They will also provide brand standards and identity, to create internal and external methods for increasing visibility and to develop strategies for organization growth.

## **OBJECTIVES**

The Membership/Marketing Committee is tasked with identifying what the BIG membership should entail and promote the organization to potential members. They are further tasked with developing a plan for strategic objectives, overall brand management and compliance, creating communication templates, establishing methods of delivery, and creating and regularly updating online assets.

1. Membership Goals:
  - a. 2021: 75 members individual (\$50)
  - b. 2022: 200 members
  - c. 2023: 500 members
2. Marketing Goals:
  - a. Raise Awareness of BIG with defined market
  - b. Attract & Engage stakeholders
  - c. Create and manage brand, marketing + communications mix

# BIG - Building Intelligence Group

## FY2021- Membership/Marketing Committee Charter



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### DELIVERABLES

The committee will be responsible for developing and delivering content in a structure and format they feel best suits the strategic objectives defined before and during the initial committee meeting. This plan and its goals and steps will be presented to the Executive Committee by the chair/vice-chair for acceptance.

1. Membership:
  - a. Define Stakeholders Targeting and Profiles (org and individual): Members, Sponsors/supporters, Event Speakers + Attendees (with Programming & Collaboration Committee), Collaboration Partner Organizations (with Programming & Collaboration Committee)
  - b. Structure, value and rates
  - c. Membership Campaign
  - d. Member Management, leveraging CRM & Marketing Automation Payment + Transaction Solution (with Treasurer)
2. Sponsorship
  - a. Structure, value, and rates
  - b. Sponsor Visibility + Recognition
  - c. Reference:
3. Marketing
  - a. Web site
  - b. Email
  - c. Social Media
  - d. Event support
  - e. Sponsorship Support

### MEMBERSHIP & TERMS

Committee Membership application is voluntary and open to anyone eager and willing to contribute to the community while shaping the strategic direction of Intelligent buildings, campuses, and more. Although members may come from one discipline or firm, they will represent the interests of all BIG members while serving on the committee.

### OPERATING PRINCIPLES

#### Meetings

The committee shall generally meet for approximately one hour, once per month, at an agreed-upon regular day and time. Meetings may be longer, shorter, or occur more or less frequently based on the needs of the committee. Meetings are typically conducted virtually through online conferencing or conference call lines. Members agree to attend all committee meetings.

#### Roles (6-person committee goal)

**The Chairperson** will head the committee. The role of a chairperson requires work between meetings and responsibility for:

- Driving active participation at committee meetings and effective, orderly decision making.
- Creating content structure, format, and delivery methods in partnership with other members of the committee.
- Delegating Committee assignments, tasks, and responsibilities.

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- Ensuring completion of action items per the Committee objectives.
- Presenting the Committee findings and recommendations to the Steering Committee as requested.

**Committee Vice Chairperson** supports the Chairperson and is responsible for:

- Assuming Chairperson's responsibilities in the Chairperson's absence.
- Advising and assisting Chairperson in all Committee matters.
- Tracking the group's progress and performance and communicating any concerns to the Chairperson and the Steering Committee.
- Ensuring committee meetings, goals, and outputs are scheduled, tracked, and documented in partnership with the Steering Committee.
- Actively participating in Committee meetings and events.

**Committee Members** are responsible for:

- Attending and actively participating in Committee meetings and events.
- Enhancing the committee's value by generating and sharing ideas, feedback, and resources.
- Collaborating with committee members when needed to develop content and meet committee objectives.

#### **Decision Making Process**

Each Committee member has one vote and simple majority rules. All decisions and recommendations approved by a simple majority will be considered the guidance of the committee. As often as possible, the majority opinion will be reflected. Committee members are free to express how they voted/stood on any position.

#### **RECOGNITION**

BIG values all Committee members' time, leadership, and insight and is focused on delivering a return on their investment. In appreciation for their service, BIG will acknowledge committee members, their firms, and their contribution at organized functions and elsewhere when available. (ie. future website, social media mentions, and more.)

#### **CONCLUSION**

BIG is a not for profit and growing organization that works to meet the needs of a diverse and exceptional group of firms with interest in the smart building space. Our committees exist with one purpose: to proactively serve and meet the needs of its members. The Committees are an opportunity for member voices to be heard and, most importantly, to influence smart building technology's future direction.