

nextthinker club

TABLE OF COMMITMENTS

TYPE	COMMITMENT	COMPLETION CRITERIA	FM RESPONSABILITIES	RECYCLING POLICY
Person / Contact	Telephone reference calls	At least 3 calls.	FM to work with the sales rep./contact owner to keep track of these. We encourage FMs to ask for updates on a weekly basis. If desired, FM can enter a task in the commitment on SFDC that they assign to a rep or to themselves, as well as note directly in there to indicate whom customer has had a phone reference with.	n/a Calls will be counted as of date of commitment consignment onwards.
Person / Contact	Reference site visits	At least 2 onsite visits.	Same as above.	Same as above.
Person / Contact	Press release	Considered completed when press release is published.	Local FM to work with either regional PR team or corporate PR team. CMO will oversee and approve all PRs.	Press release can be recycled if it was published no more than 3 months before consigning to commitment.

<p>Person / Contact</p>	<p>Supporting quotes</p>	<p>At least 2 quotes. Considered completed when FM officially submits quotes to PR/Marketing team for use.</p>	<p>Submit quotes to marketing@nexthink.com – product marketing team and digital team will know that these can be leveraged for public use. NC Team to update quotes/stats document on the Community.</p>	<p>n/a Only new quotes from date of commitment consignment.</p>
<p>Person / Contact</p>	<p>Video testimonials</p>	<p>At least 1. Considered completed once the video is live for viewing / published on vimeo &/or website.</p>	<p>Work with regional PR/film teams to produce – get videos reviewed and approved by CMO. Ensure coordination with contact, script, etc. Responsibilities may vary from region to region.</p>	<p>Video testimonials can be recycled if published no more than 6 months before consigning to commitment. Older videos will need a refresh touch rebrand work and new content to leverage.</p>
<p>Person / Contact</p>	<p>Case study</p>	<p>Considered completed once case-study is published on website.</p>	<p>Same as above. You may also need engage product marketing or product expert to ensure line of questioning involve some degree of technicality. Again, this may vary on person doing the case-study and from one region to the other. All case-studies need to be reviewed and approved by CMO.</p>	<p>Case study can be recycled if completed and published no more than 6 months prior to consigning to commitment. Older case-studies will require a follow-up interview, stronger data points, updated Nexthink results and re-publishing on website.</p>

Person / Contact	Speaking with analysts	At least once. Completed once analyst has finalized interview.	CMO or other Analyst Rep will run point with analyst and will need to keep track of this and inform NC Team accordingly. NC Team can then mark commitment as completed in SFDC.	Analyst interview can be recycled if it happened no more than 3 months prior to consigning to commitment.
Person / Contact	Speaking with the media	At least once. Completed once media interview is over.	CMO or local/central PR team will need to inform FM or NC Team once this is completed and FM or NC Team will update SFDC accordingly.	Media interview can be recycled if it happened no more than 3 months prior to consigning to commitment.
Person / Contact	Attend User Group meetings	At least one. Considered completed once contact has attended user group and user group was considered a success.	FMs will work with CSMs & Customer Marketing to track User Group registrations and attendance.	User Group attendance can be recycled if contact attended User Group no more than 3 months prior to consigning to commitment.
Person / Contact	Speaking opportunity at Nexthink internal event	At least one. Considered completed once the event is over and speaking opp. was a success.	It is FMs responsibility to track, ensure successful delivery, and edit commitment in SFDC. If customer speaker is doing something on behalf of the entire organization, NC Team will then be responsible (together with CMO/local FM) to track and edit.	Speaking at a Nexthink internal event can be recycled if the event took place no more than 6 months prior to date of consigning to commitment.

Person / Contact	Speaking opportunity at Nexthink external events	Same as above.	Same as above.	Same as above.
Person / Contact	Speaking opportunity at Nexthink webinars	Same as above.	Same as above.	Same as above.
Person / Contact	Speaking opportunities at industry events	Same as above.	Same as above.	Same as above.
Person / Contact	Guest blogging	At least 1 post. Will be considered completed once the blog is live and published on website. Use of a supporting quote in a blog post is not considered guest blogging.	FM to lead and track and leverage Product Marketing to help edit and finalize. Digital team to publish on website.	Guest blog can be recycled if it was published no more than 3 months prior to date of consigning to commitment.
Person / Contact	Social media activities (LinkedIn, Twitter)	Considered complete once person has at the very least completed one of the following: <ul style="list-style-type: none"> • LinkedIn: shared more than two Nexthink articles / posts or commented at least twice on Nexthink-related content or liked at least 5 Nexthink-related posts. • Twitter: RT at least two Nexthink tweets or tweeted content tagging Nexthink in at least two original tweets or RTs. 	These conditions can be mended/edited at the discretion of our Social Media Expert who will follow all the Nexthinker Club members that have agreed to share on social media to keep track of online activity. Marketing team is responsible for sharing Nexthink content or making it easy to share content so that reps/customers can easily leverage it for liking/republishing.	n/a No recent posts, likes, mentions, comments, tweets, RTs...can be leveraged. Counting will begin at the time of consigning to commitment and marked as complete by our Social Media Expert.

ONE-TIME COMMITMENTS				
Account / Company	Use of logo on our website	Considered completed upon club registration & commitment consignment.	FM to inform NC & Digital team and provide contact info of customer branding team if possible – or provide SVG file of logo if available. Digital Team will be responsible for adding logo to website. NC Team will mark commitment as completed.	Can be recycled. Please mark complete if logo is already present on our website.
Account / Company	Use of name and/or logo in marketing materials	Considered completed upon club registration & commitment consignment. <i>Marketing materials include: sales presentations, product briefs, fact sheets, training documentation, brochures, etc.</i>	Same as above, except it is the responsibility of product marketing to ensure use of logo on marketing material – work with designer.	Can be recycled. Please mark complete if logo is already being leveraged in marketing materials.
Account / Company	Name dropping	Considered completed upon club registration.	FMs will need to let their regional teams & the marketing team know that this customer has agreed to name-dropping. NC Team will keep track and mark commitment as completed.	n/a

GLOSSARY OF TERMS / ABBREVIATIONS

NC Team	Nextthinker Club Team
SFDC	SalesForce CRM System
FM / FMs	Field Marketing / Field Marketing Manager(s)
RT / RTs	Re-tweet(s)
CSM / CSMs	Customer Success Manager(s)
PR	Press Representative OR Press Release

*Nextthink reserves the right to modify the program structure, benefits and other features including this Table of Commitments or to terminate the program at any time. See the Terms & Conditions on www.nextthink.com/club for more information.