

Ambassador Activities Descriptions - prospects

Ambassador Activity	Description	Prep Time	Travel?	Budgetary considerations
Event panelist	Thought-leadership role on a NICE inContact panel discussion. Supports event moderator in ensuring the “NICE inContact message” is appropriately delivered during the event.	Minimal prep time of (3) x 30-meetings before the event. Dinner night prior to event. 3 hours on event day.	1-2 days*	T & E*
Article/Blog author	Write an article for an industry publication or for the NICE inContact blog on a particular topic suggested by the Ambassador and/or by Marketing. Guidelines have been developed to assist in the writing process. <ul style="list-style-type: none"> Contact corpcomm@niceincontact.com for details 	Possible research; copywriting	None	None
Webinar presenter	Represent NICE inContact as speaker on webinars hosted by NICE inContact and/or by 3 rd party. Requires solid knowledge. May co-present with customer(s) or other industry experts.	May include working with event team, development of content and deck, creation of abstract and key takeaways, practice session, as well as presenting during the webinar.	None	None
Workshop presenter (prospect-facing)	Lead half-day and/or whole-day workshops for regional events. May require content development.	May include working with event team, development of content and materials/handouts, creation of abstract and key takeaways.	1-2 days*	T & E*
Event speaker	Represent NICE inContact at industry and trade show events in a speaking role. Requires solid industry knowledge. May co-present with customer(s).	May include working with event team, development of content and deck, creation of abstract and key takeaways, practice session, as well as presenting at the event.	Varies – usually 2 days*	T & E*

*Travel time and budgetary considerations vary depending on event location and Ambassador’s geographical base. T&E costs are responsibility of Ambassador’s departments

Ambassador Activities Descriptions - customers

Ambassador Activity	Description	Prep Time	Travel?	Budgetary considerations
Power Hour presenter	Represent NICE inContact as speaker on webinars hosted by NICE inContact. Requires solid knowledge. May co-present with customer(s) or other industry experts. May provide product demos.	May include working with Customer Marketing and/or Product Marketing for development of content and deck, creation of abstract and key takeaways, practice session, as well as presenting during the webinar and answering question.	No	No
ICUC presenter or moderator	Present a topic at an Interactions educational session. Requires solid industry knowledge. May co-present with customer(s). Supports Track Leader in ensuring the “NICE inContact message” is appropriately delivered during the event. Or can moderate a panel during an Interactions educational session. Thought-leadership and best practices role.	May include working with Interactions event team, development of content and materials/handouts, creation of abstract and key takeaways.	Yes 3 days	T & E*

*Travel time and budgetary considerations vary depending on event location and Ambassador’s geographical base.
T&E costs are responsibility of Ambassador’s departments