

# Data.com Connect Champions:

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## User Group Leaders

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### Program Overview:

The Connect Champion program recognizes outstanding members in one or more areas of contribution. One area is being a User Group Leader, who hosts Salesforce.com sponsored meetings with fellow Connect members or prospects in their local community.

User Group Leader Champions will be selected each six months with the new Champion class, based on the past six months of activity. All User Group Leaders who currently lead a user group that has had at least two meetings in the period will be selected as a Champion. As with all components of the Champion program, being a User Group Leader Champion lasts 6 months, and it may be earned again with continued participation.

### How to Become a User Group Leader:

Almost anyone can become a User Group leader! If you are ready to have some fun networking with and learning from fellow professionals in your area, this program could be for you. Just email [jroyal@salesforce.com](mailto:jroyal@salesforce.com) to see if there's a group in your area or if you would be a candidate for starting one.

To start a group, first decide what you'd like your local group to focus on. For some groups, it's simply networking. Others choose a topic to cover each meeting, such as using Data.com Connect, best sales calls, or sourcing. Still others have one topic, such as sales, they discuss each time, with a different topic each meeting.

Next, join Meetup.com and start your group, then set meeting dates and begin inviting other members. In choosing a meeting date and time, keep your local community in mind. Are there major sporting events to work around? Do professionals in your city tend to prefer meeting for breakfast, immediately after work, or for later cocktails?

Finally, have your first meeting! Salesforce.com will reimburse you up to \$300 per meeting for the cost of snacks, beverages, and venue.

### Perks:

If you're selected as a Champion, you'll receive these perks:

- A \$250 AmEx gift card
- A full conference pass to Dreamforce\*

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- Custom Champion avatar for The Corner, with badges representing your specific contribution area(s)
- Connect Champion Swag
- Your name on a Connect Champion desk plaque
- Advance notice of major promotions or product changes
- Special Corner privileges such as the ability to edit your own posts, use signatures, and insert links and videos.
- Access to the private Champions Corner section of the community

\*Limit of one pass per calendar year per member.