

# O5Live Sponsor Advisory Board (SAB) Charter

## 1. Purpose

The O5Live Sponsor Advisory Board (SAB) is a structured forum comprising **Sponsor Members only**, established to:

- Provide **collective sponsor insight and guidance** to shape the evolution of O5Live
- Enhance the **value, experience, and return on investment** for sponsors
- Support continuous improvement of **event quality, content integrity, and community engagement**
- Act as a formal **advisory input mechanism into the O5Live Board**, informing strategic decisions

The SAB operates in alignment with the O5Live principle of being a **community-first, education-led platform**, where sponsors contribute value without compromising the integrity of the attendee experience.

## 2. Scope of Responsibility

The SAB provides advisory input across the following areas:

### 2.1 Sponsor Experience & Value

- Review and co-design sponsor packages and entitlements
- Provide feedback on sponsor journey (pre-event, during event, post-event)
- Recommend improvements to maximise measurable sponsor outcomes

### 2.2 Event Design & Delivery

- Advise on event format, structure, and themes
- Support improvements in content delivery and attendee engagement
- Ensure events remain relevant, practical, and high quality

### 2.3 Community Integrity

- Safeguard the **educational and non-sales nature** of O5Live
- Ensure sponsor involvement aligns with “contributor, not seller” principles
- Maintain trust and credibility with the end-user community

### 2.4 Growth & Sustainability

- Provide input on event cadence, expansion (e.g. webinars, regional events), and scalability

- Support sustainable growth of the sponsor-funded model
- Advise on balancing community access with commercial viability

### 3. Governance Model

#### 3.1 Relationship to O5Live Board

- The SAB is an **advisory forum only** and does not hold decision-making authority
- Outputs from the SAB are formally **fed into the O5Live Board**
- The O5Live Board retains responsibility for:
  - Final decisions
  - Financial governance
  - Overall strategic direction

#### 3.2 Reporting Structure

- SAB produces **documented recommendations and action points**
- These are submitted to the O5Live Board following each meeting
- Progress against agreed actions is tracked and reviewed

### 4. Membership

#### 4.1 Composition

- Membership comprises **Sponsor Members only**
- Representation may include:
  - Strategic sponsors
  - Active contributors to O5Live events and initiatives

#### 4.2 Membership Principles

- Members are expected to:
  - Act in the **best interests of the O5Live ecosystem**, not solely their organisation
  - Contribute constructively and collaboratively
  - Respect confidentiality where required

#### 4.3 Term

- Membership is aligned to the **annual O5Live cycle**
- Renewal is reviewed annually based on:
  - Engagement
  - Contribution
  - Ongoing sponsorship commitment

## 5. Roles & Responsibilities

### 5.1 SAB Chair

- Facilitates meetings and ensures balanced participation
- Maintains focus on strategic outcomes
- Acts as the primary liaison with the O5Live Board

### 5.2 Sponsor Members

- Provide insight, feedback, and recommendations
- Participate actively in discussions and working sessions
- Support agreed initiatives where appropriate

### 5.3 O5Live Representative(s)

- Provide context, data, and updates on performance
- Ensure alignment between SAB recommendations and execution
- Own action tracking and reporting

## 6. Operating Model

### 6.1 Meeting Cadence

The SAB operates on a structured annual cycle:

#### **Meeting 1 – Post-Event Review (Hot Wash)**

- Timing: Immediately following the flagship event
- Focus:
  - Sponsor experience feedback
  - Event performance review
  - Immediate improvement opportunities

#### **Meeting 2 – Forward Planning Session**

- Timing: 3–5 months post-event
- Focus:
  - Sponsor package design
  - Event format evolution
  - Campaign and engagement strategy

### Optional: Quarterly Check-ins (if required)

- For ongoing programme refinement and scaling initiatives

## 7. Guiding Principles

### 7.1 Community First

- O5Live remains **education-led and attendee-focused**
- Sponsor influence must not compromise content integrity

### 7.2 Contributor Mindset

- Sponsors participate as **contributors and thought partners**, not sellers

### 7.3 Transparency

- Open sharing of:
  - Event outcomes
  - Sponsor value delivery
  - Strategic direction (where appropriate)

### 7.4 Fairness

- The sponsor-funded model is respected
- Value exchange is clear, balanced, and equitable

## 8. Outputs & Deliverables

The SAB is responsible for producing:

- **Post-meeting summary reports**
- **Prioritised recommendations** for improvement
- **Action plans with ownership and timelines**
- **Input papers** for O5Live Board consideration

## 9. Success Measures

The effectiveness of the SAB will be assessed through:

- Sponsor satisfaction and retention
- Perceived value and ROI for sponsors
- Improvement in event quality and experience
- Community feedback (educational quality vs commercial bias)

- Execution of agreed actions and recommendations

## 10. Benefits of the Sponsor Advisory Board

### 10.1 For O5Live

- Stronger sponsor alignment and retention
- Continuous improvement of event quality
- Clear governance and structured input into decision-making
- Protection of the “community-first” brand

### 10.2 For Sponsor Members

- Direct influence on event strategy and design
- Improved clarity of value and outcomes
- Early visibility of plans and opportunities
- Stronger partnership with O5Live

### 10.3 For the Community

- Higher quality, more relevant content
- Reduced sales-driven engagement
- A more sustainable and consistent programme of events

## 11. Review & Evolution

This charter will be reviewed annually to ensure it remains:

- Relevant to O5Live’s growth and strategy
- Effective in delivering sponsor and community value
- Aligned with governance and operational needs