



IP/MPLS Forum Ambassador Program

The goal of the IP/MPLS Forum Ambassador Program is to promote the IP/MPLS Forum and provide education on multi-service label switching technologies and systems to the telecommunications industry, as well as other interested parties.

The Ambassador Program is designed for speaking engagements at industry events and other public opportunities. Ambassadors will not address individual companies. An on-line "Request for Speakers" form is available for conference organizers to request an IP/MPLS Ambassador for their event.

Ambassador presentations are available to all IP/MPLS Forum members in PPT and/or in PDF-file format, these presentations are for internal company use only. The IP/MPLS Forum's Marketing Chair and PR representatives proactively search for strategic opportunities for the Ambassador Program. The Secretariat maintains the list of all authorized Ambassadors and approved speaking engagements.

The Ambassador

General Guidelines

- Promotes IP/MPLS and related technologies and the IP/MPLS Forum
- Speaks on behalf of the IP/MPLS Forum only. (If Ambassador is speaking on behalf of his/her own organization at the same meeting where he/she is speaking on behalf of the IP/MPLS Forum, Ambassador must arrange for the company presentation to be in a separate session from the IP/MPLS Forum presentation. Same day is acceptable).
- Presents materials that provide an IP/MPLS Forum view of the topics under consideration and does NOT provide any company specific materials or references to products and/or services. However, the Ambassador may add his/her name, title and company affiliation to the first slide of the IP/MPLS Forum presentation.
- Special Ambassadors may be appointed for one event. (A reserve list of potential Ambassadors will be updated regularly.)

Rules for Qualification & Application Process

- Members must apply for authorization and must be Principal members of the IP/MPLS Forum

- In order to be considered for the Ambassador Program, all applicants must provide a brief biography (50 words or less), a picture and language skills. This information should be sent to the IP/MPLS Forum Secretariat at info@ipmplsforum.org. Applicant must have strong knowledge of IP/MPLS & Frame Relay technologies, strong presentation skills and an understanding of IP/MPLS Forum activities through firsthand experience.

Additional requirements for technical tutorials:

Some IP/MPLS Forum presentations – such as all IP/MPLS Forum educational tutorials – require specific technical expertise from presenters. If a member wishes to become qualified to present these technical presentations, he/she must provide information on his/her technical background in order to determine if he/she has the required skill set for the tutorial. Only specifically designated Ambassadors are permitted to present the technical tutorials.

- The IP/MPLS Forum's Marketing Chair and/or the Secretariat will provide confirmation of acceptance into the Ambassador Program.
- Members must regularly attend and actively participate in IP/MPLS Forum meetings, either in person or via conference call. The **Ambassadorship may be cancelled if the Ambassador is inactive for more than six (6) months.** Cancellation of Ambassadorship is at the discretion the Ambassador Chair and / or Marketing Chair.
- Applicants must have demonstrated both a commitment to and knowledge of the IP/MPLS Forum prior to applying for Ambassadorship.
- The Marketing Chair must approve all applicants and will submit a list of all approved Ambassadors to the Board of Directors.
- If an Ambassador has not participated in the program for more than 2 years, he/she must re-apply.

Requests for speakers are made via the Ambassador email list. The IP/MPLS Forum will usually select the first qualified volunteer that responds to a speaker request. However, in order to evenly distribute speaking opportunities among Ambassadors and member companies, the Ambassador Chair and/or Marketing Chair may periodically select another volunteer.

Ambassador Responsibilities:

- All speaking engagements must be registered with the IP/MPLS Secretariat.
Contact: Shonna Anderson, Project Manager
Phone: +1.510.492.4058
Email: sanderson@ipmplsforum.org

- Ambassador's travel is on her/his company's expense or the conference organizer's expense. (The geographic proximity and specific qualifications, such as language, will be considered.)
- Ambassadors must familiarize themselves with the IP/MPLS Forum information that is available on the IP/MPLS Forum website at www.ipmplsforum.org.
- Ambassador must insure that his/her brief biography is updated regularly in order to provide correct information to the public.
- Ambassador must insure that he/she is presenting only approved IP/MPLS Forum material.
- New content must be reviewed by the Marketing Committee and/or the Technical Committee, as appropriate. After formal committee review, content must be approved by the Board of Directors.
- Ambassadors have access to all approved presentations.
- Ambassadors must complete a conference evaluation form (available on the IP/MPLS Forum website) and send this back to the Secretariat.
- Authors must use the current Ambassador template (heading slide, speaker' information, and IP/MPLS Forum contact information).
- Ambassadors must make their final presentation available to the IP/MPLS Forum's Secretariat for use as above.
- Inquiries from the press requesting quotes can only be addressed by designated IP/MPLS Forum leadership. All inquiries should be directed to the IP/MPLS Forum public relations firm for processing.

Presentation Approval Procedure:

- Reference to the source of information must be made (e.g. in the Power Point notes field).
- A copy of the presentation must be sent to the Ambassador Program Chairperson in advance of the event.
- Content must be approved by the Marketing Committee and, if the content is technical in nature, it must also be reviewed by the Technical Committee prior to presentation. After formal committee review, the presentation is distributed to the Board of Directors for a 72 hour review and comment period. **IMPORTANT: IP/MPLS Forum**

tutorials are subject to a unique set of revision and creation guidelines. These guidelines can be found online at in the “Policy Library” section of the IP/MPLS website: <http://www.ipmplsforum.org/member/policies.shtml>.

- IP/MPLS Forum directors and officers are often required to deliver general IP/MPLS Forum updates at conferences and events. These standard presentations should be shared, as a courtesy, with the IP/MPLS Forum Board at least 24 hours prior to their public presentation.
- Content remains the responsibility of the author except regarding antitrust rules and these policies.
- The Ambassador presentation must contain the author's name and contact details along with the contact information of the IP/MPLS Forum.
- The author must give sufficient notice in time to avoid unnecessary delays.

Ambassador Program Maintenance and Materials:

- Communication with Ambassadors is done through the ambassadors@ipmplsforum.org email exploder. The IP/MPLS Forum will send notice of available speaking opportunities to this email list.
- The Secretariat maintains a list of all scheduled speaking engagements.
- The Secretariat maintains a database of all presentations available to the Ambassador.
- The Marketing Committee, under the guidance of the Ambassador Chair and Marketing Chair, will maintain the updates of all Ambassador Presentations. The Secretariat will make all updated presentations available to the IP/MPLS Forum members.
- All presentations will be in English.
- All Ambassador Program relevant materials shall be kept under one heading maintained by the Secretariat. Links will be provided in the documents to mentioned web pages.

Travel Expense Reimbursement Guidelines:

Under *very* special circumstances, the IP/MPLS Forum may decide to cover expenses for Ambassador's participation in an IP/MPLS & Frame Relay related conference. In such a situation, the following guidelines apply:

- Prior written approval for such travels is required through the IP/MPLS Forum Executive Director.
- Hotel: target equivalent to typical rates for hotels at IP/MPLS Forum technical meetings (\$150 or below)
- Flight: target the cheapest available

- Reimbursement is based on actual receipts received by the IP/MPLS Forum

All expenses should be “reasonable” as this program is funded by the IP/MPLS Forum members.

Ambassador

IP/MPLS Forum

Name

Name

Alysia Johnson

Company Name

IP/MPLS Forum

Title

Title

Executive Director

Signature

Signature



January 22, 2008

Date

Date