



Description of Role 2017 - 2018

Focus Group Chairperson

1. Primary Responsibility

- To actively coordinate speakers and topics of interest in order to hold at least **three** focus events per year
- To work closely with the BBG Operations Team (particularly the Events Officer) and the Director, Focus Groups to organise the events and ensure that the process for Focus Events is followed
- To attend bi-monthly Focus Group meetings (minimum three per year)
- To engage with members and stay abreast of their interests and level of knowledge in order to ensure that BBG events add value by keeping them first informed, and best informed

2. Actions in support of 2017-2018 Strategy

- Provide quarterly updates to the Director, Focus Groups and BBG Operations Team on focus events planned and in pipeline to support advertising of events as well engagement and involvement of platinum sponsors

3. Responsibilities as Focus Group Chairperson

- To support and follow the Rules of Engagement and related governance, thereby ensuring the high quality execution of the Focus Group's responsibilities to its members
- To attend a wide range of BBG organised events, acting as an 'ambassador' for the BBG, engaging with members and prospective members, identifying trends and themes that may influence, impact and/or support the overarching aims of the group

Preferred qualities and experience

- 2 years immediate prior experience in UAE
- Currently employed within target industry in Dubai and/or Northern Emirates
- Access to a wide network of professionals and potential speakers within industry area
- Proven excellence in customer relations
- Strong communication skills
- Current and paid up member of the BBG



Time Commitment

The role is voluntary and requires a reasonable time commitment. If at any stage the time commitment impacts the quality of execution of the role, the Chairperson should raise their concerns directly with the Director, Focus Groups.

Basis of role

To provide support and networking opportunities to new and existing members in Dubai and the Northern Emirates, informing them of benefits available to them as well as sharing local insights and cultural knowledge while keeping to the overarching goal of increasing Emirati engagement and involvement with the BBG

Focus group objectives

To provide members with informed knowledge of the plans and opportunities within the region for the specific sector, whether through company/business growth or personal updates