**Advisory Board overview**

Each user group is led by an Advisory Board consisting of five or more members of the group. The Advisory Board works closely with the Symantec User Group Program team to organize and plan each meeting.

**Advisory Board roles**

The Advisory Board assigns responsibilities and tasks required for the user group to be successful. Time commitment is approximately one to two hours per month. Most user groups have five board members

whose roles are as follows:

·      **Director**

o   The Director is responsible for successfully planning and executing each user group meeting. This person confirms a member of the user group to give a presentation at each meeting and the location (usually hosted by one of the members). The Director also oversees the user group meetings, Advisory Board planning calls, and ensures all the Advisory Board assignments are completed.

·      **Marketing Director**

o   The Marketing Director is responsible for increasing interest and participation in the user group. This person sends out meeting invitations, reviews registration lists, sends follow-up emails, and makes reminder phone calls to help drive attendance. The Marketing Director also encourages attendees to join the user group website and ensures the attendee sign-in sheet is filled out at each meeting.

·      **Membership Director**

o   The Membership Director ensures the needs of the user group are being met. This person distributes and collects feedback forms at each meeting and then compiles the information for review by the Advisory Board members to help plan the next user group meeting. This person also reviews and approves website membership requests and keeps the master user group member list up to date.

·      **Administration Director**

o   The Administration Director keeps minutes and writes a summary of the highlights from each user group meeting and Advisory Board planning call. This person provides meeting summaries, presentation files, notes, and other relevant information to the webmaster for posting on the user group website.

·      **Webmaster**

o   The webmaster is responsible for updating the user group website with current information about the next meeting, sending notifications to members, posting meeting summaries and presentations, etc.