**What is an EBC?**

**Mission & Vision**  
Microsoft executive briefings provide an exclusive opportunity to build relationships with the Microsoft community and business experts through customized, strategic discussions. It brings together business and technology leaders from your business with your Microsoft account team, Microsoft technology experts and partner technology and industry experts.

​Held in state-of-the-art facilities these briefings provide a professional comfortable setting in which to explore industry trends, business opportunities and Microsoft’s technology direction.

​Time spent at the Executive Briefing Center is a one-of-a-kind opportunity to spark customer imagination and drive advocacy and velocity through customized experiences, in a cloud-first, mobile-first world.

**Why an EBC in Fargo?**

The Fargo Executive Briefing Center, we help strengthen the relationship between you and you​r customer. As part of the experience, your customer will meet with key executives and subject matter experts to discover the breadth of our offerings, learn about our corporate strategy and long-term vision, and discuss how you can help them achieve their business goals.

The Microsoft Fargo Executive Briefing Center provides an exclusive opportunity to build relationships with the Microsoft community and business experts through customized, strategic discussions. It brings together business and technology leaders from your customers, partners and your Microsoft account team, Microsoft technology experts, and partner technology and industry experts. A briefing at our Fargo Executive Briefing Center is a one-of-a-kind opportunity to spark customer imagination and drive advocacy and velocity through customized experiences, in a cloud-first, mobile-first world.

Like many of the business leaders that visit our EBC annually, your customer is likely challenged in dealing with today’s megatrends in cloud, big data, mobile, and social enterprise. A customized engagement, arranged and supported by our industry-focused specialists, can help your customer visualize and prepare for the future through strategic roadmap discussions and hands-on demos. We want to listen to their business challenges and work together to develop and deliver the best possible solutions.

Benefits of an EBC:

* **Tailored agenda**
  + At the Microsoft Fargo Executive Briefing Center (EBC), your company’s business needs and priorities are always at the center of the experience.
* **Direct Dialogue Briefings**
  + Provide an exclusive opportunity to discuss your business needs with Microsoft executives and technology experts.
* **Vital Information**
  + You’ll receive key information during your EBC such as learning product strategy from a Microsoft Executive and specialized industry knowledge & expertise to benefit your team’s needs. One thing is for sure, you’ll be meeting with people who have answers to your important questions.
* **Unlock a world of insight**
  + A briefing at our Fargo Executive Briefing Center is a one-of-a-kind opportunity to spark customer imagination and drive advocacy and velocity through customized experiences, in a cloud-first, mobile-first world.
* **Shape your customer’s perception of Microsoft and create long-term believers.**
  + Today, we are a company in transformation, shaped by our 40-year history. We can tell the story of the new Microsoft and our commitment to providing devices and services in a cloud-first, mobile-first world. Our showcase brings that ecosystem vision to life in a memorable way.
* **Establish or strengthen a trusted adviser relationship with your customer.**
  + A briefing can help you get to know your customer better. Whether it’s an annual visit or a first-time meeting with a new customer, this chance to intensely focus on how we can help them creates a bond of trust.
* **Uncover additional opportunities.**
  + Every briefing is a customer focus group of one. Interactive discussions with executives and subject matter experts foster dialog about leading edge solutions and additional possibilities for partnership. On average, customers who participate in briefings buy 28% more than they planned to before the briefing.\*
* **Accelerate the sales process.**
  + At the EBC, customers have a chance to touch and see how our products and services come to life. As they learn about and become more comfortable with the breadth of our offerings they are convinced of the value of a continued partnership with Microsoft. On average, customers who participate in briefings buy 30% sooner than planned.\*

We are ready to help you plan a customer engagement that will put you on a trajectory to exceed quota. Join Microsoft’s top achievers and invite your customer or partner for a briefing today. We look forward to working with you.

**Getting Ready for your EBC**

**How do I engage?**

For internal account managers, [myEBC](http://myebc/) is the tool that has been implemented in Fargo for easier access and streamlined engagement. We ask account managers to submit all briefing requests in myEBC for their customers/partners as this is an internally facing tool, only.

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|  |  | Customer engagements in the Fargo Executive Briefing Center are high-investment sales dr​ivers and relationship-building opportunities. As the “briefing owner” you are accountable for the overall success of the visit.  You shoul​d be prepared to spend some time planning, preparing, and following up after your briefing. Here are best practices to get you started: |

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**Who Can Engage?**

Although we can accommodate for a variety of diverse groups in the Fargo EBC; below are the typical briefings we host:

* True Customer Briefing

Customer’s traveling to the Microsoft Fargo EBC to learn about Microsoft tools, products, solutions and services available to grow their business. Please Note: the customer is responsible for their own T&E, but this is a free service once they arrive on campus, catering + room rental (if applicable).

* Partner 1:Many/User Groups

Partner’s hosting their customers in our briefing/event space. Microsoft usually provides speaker support/campus tours and potentially agenda design assistance. The Fargo EBC will cover the cost of their first Microsoft Fargo 1:Many event, but after this, they are responsible for all costs – catering/room rental, etc.

* VEP/CELA

External groups who may not be here for a briefing but utilize our event space. There are often Microsoft employees on the board of these groups or they are a customer/engaged with Microsoft in some capacity. VEP/CELA events must be accepted by the EBC team in order to be held in our campus

**Preparing for Your Briefing**

* Have a clear intention for inviting the customer and be able to articulate it.  For example, is it a business value discussion or a technical discussion?  Is it an annual update or a first-time customer meet?  Is it to influence an RFP or is it the finalist meeting?
* Plan 4+ weeks out.  We’ll need that much lead time to reserve the EBC and schedule the right Microsoft executives and subject matter experts.  Your executive-level customers will likely need to book that far out on their calendar as well.
* Have a conversation with your customer to identify pain points, problems, topic areas of interest, and who, specifically, will come to the briefing.
* Include the customer in planning discussions and validation of the agenda to build trust and ensure that their time and travel investment will be well spent.

**During Your Briefing**

* Be 100% present and focused on the customer and the conversation.  This is not a time for you or others on the account team to be checking email, texting, or leaving the room to make phone calls.
* Be a leader.  You have the chance to elevate your credibility with your customer or partner as you demonstrate that you’ve marshaled the executive and technical resources of Microsoft to spend a day focusing on them
* Facilitate the meeting.  That includes making introductions, delivering a warm welcome, validating objectives for the session, checking in with individual customers throughout the day to ensure full participation, respectfully keeping the speakers on track, capturing customer comments, noting action items, and closing the briefing with a recap of action items and a summary of next steps.
* Show respect for all the Microsoft team members participating in the briefing.  Customers are watching closely to see if we look like a united team.  And they may view our team behaviors in the briefing as a valuable preview of what it would be like to do business with Microsoft.

**After Your Briefing**

* Follow up on all action items.  Your credibility and Microsoft’s is at stake.  Keeping the customer informed of milestones and progress can lead to additional opportunities and help you earn the trusted advisor role.
* Plan the next briefing!  An annual visit helps you earn a seat at the customer’s planning table and prepare better account plans.
* Give us feedback.  We, the Executive Briefing Center team, want to know if there’s anything we could have done differently to make it a better engagement.

We look forward to collaborating with you to plan a successful customer briefing experience.  The documents and tools below will help you navigate the process.

* Visit [myEBC 101](https://microsoft.sharepoint.com/sites/Infopedia_G05/Pages/myEBC-101.aspx) to learn the basic steps of managing your briefing and how to use the myEBC briefing engagement tool
* Check date availability and submit your briefing request [here](http://myebc/)
* View the [EBC content catalog](https://microsoft.sharepoint.com/teams/Executive_Briefing_Program_Resources/Pages/EBC-Catalog.aspx) of available sessions

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**Partner Participation**

Your partners are encouraged to leverage the power of the EBC to make a positive impact on the customer’s business and relations. The powerful mix of an *impactful agenda, top industry and solution speakers and an inspirational environment* is a great asset to the Microsoft ecosystem.  
  
The EBC and its team are available to host a briefing for your partner and their selected customers. Durin​g the briefing, the​y can use the facilities of the Center - and we even provide the catering during the day for you and your guests.  
  
Our offering consists of executive briefings with presentations and demos, as well as community workshops and Digital Transformation sessions. Our unique partnership with CELA opens up a whole new world of possibilities to connect to Microsoft policy experts and to EU political elite.  
  
Your partner and you can organize your own briefing, for one customer or multiple customers at once. Customers can also be registered to a pre-programmed event.

**Volunteer to be a Presenter:**

**Speaker Community**

Success to the EBC is only possible if we have the best speakers and presenters delivering briefings ​to our customers. We are always looking for individuals that enjoy interacting with others and telling the Microsoft story. Even if you are not technical, we want to talk to you! If you have an interest in networking and presenting high level content to Microsoft customers, Partners & prospective customers? Through our speakers community we help YOU maximize the impact to Microsoft customers and partners.  
  
*The speaker program has the following pillars:*

* Speaker Recruitment: finding the right talent is the very first step in our journey.
* Speaker Enablement: ensuring you have the right tools and knowledge to maximize impact.
* Communication: letting you know firsthand all EBC improvements, program updates and learning from your feedback​.
* Rewards: recognizing the most impactful speakers and briefing owners. The list of award winners for FY16 can be found here.

**Speaker Resources**

Each room with a selection of devices available: phones, tablets and PCs, including a Surface Pro device.  
  
Briefing Rooms are equipped with the Surface Hub to maximize the digital briefing experience. Some of the scenarios where you can use the Surface Hub for:

* White boarding
* Skype meeting: invite an external attendee to your briefing session
* Product Demonstrations
* Projection (wired or wireless

​The in-room lectern offers you connectivity for several different types of video cables. Feel free to use your own PC or one of the devices available over the lectern.

**Be a Speaker**

Want to become a speaker or know somebody who would be a great speaker?  
  
We have hundreds of active speakers for the Brussels EBC, and still we are looking for more speakers. Now, who else than a current speaker would be better in identifying potential new speakers? Correct, nobody. That's why we want to call upon all active speakers to refer other potential speakers. This is so important for the EBC that we actually have a separate award program for that in FY17: Speaker Referral Award!