



MASS  
TECHNOLOGY  
LEADERSHIP  
COUNCIL



## ***CRITA Meeting – Creating ROI for Volunteers***

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***MassTLC*** (former Mass Software Council + NEBATA)

*Member-driven* Organization

Communities of Interest; Buyer/Vendor

Business Development

Economic Development



## ***Community of Interest (aka Clusters)***

- Vertical Industry Clusters
  - Energy (under development)
  - Financial Services
  - Health Care
  - Life Sciences
- Technology Clusters
  - CSID
  - Robotics
  - Open Source
  - SAAS
  - SOA
  - Social Media
- Entrepreneurial Cluster
  - Access to Capital
  - Conversation for Start Ups
  - Legal Issues
  - Management Issues
  - Sales & Marketing
  - Tech Trends
- Committees
  - Policy
  - Workforce
  - Membership



## ***Cluster Structure***

### Roles

Co-Chair, Advisor, Sponsor, Interest List, Member, Non-Member

### Meetings

Cross-Cluster, Advisory Board, Member-only, Public Program

### Mission

Developed by Cluster to meet unique needs

### Program “Process”

We’re *NOT* in the “Events” Business



## ***Benefit to Council***

Establish Council as Thought Leader

Increase Member Engagement

Broaden Network/Improve Content

Bottom-up versus Top-down



## ***Benefit to Member – Align Interests***

- Business Development (company)
  - Knowledge-sharing; business intelligence
  - Visibility for company, client, executive
  - Neutral Third Party - “Switzerland”
- Economic Development (sector)
- Professional Development (executive)



## ***Example: Robotics***

Cluster Mission

Visibility

Collaboration

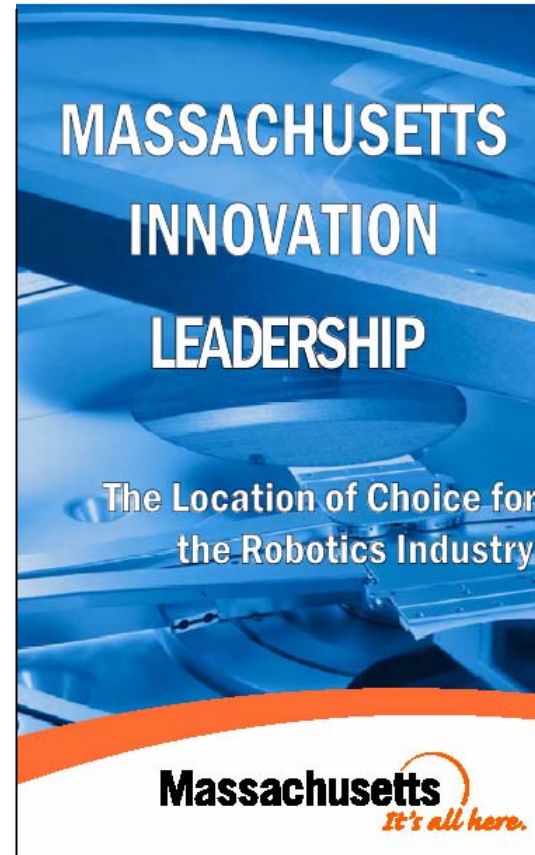
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Meetings/Events

Advisory Board

Public Program

Trade Show







*Intersections of Communities*

