



# TRENDMINER INDUSTRY LEADERS PROGRAM

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This **Advocacy Program** is designed to **highlight your expertise** in the industry, **strengthen your professional voice**, and **showcase the value you create** with TrendMiner. Through this program, you can contribute to TrendMiner's product development, inspire others by sharing your knowledge, and help drive innovation across the Community.



# A D V O C A C Y

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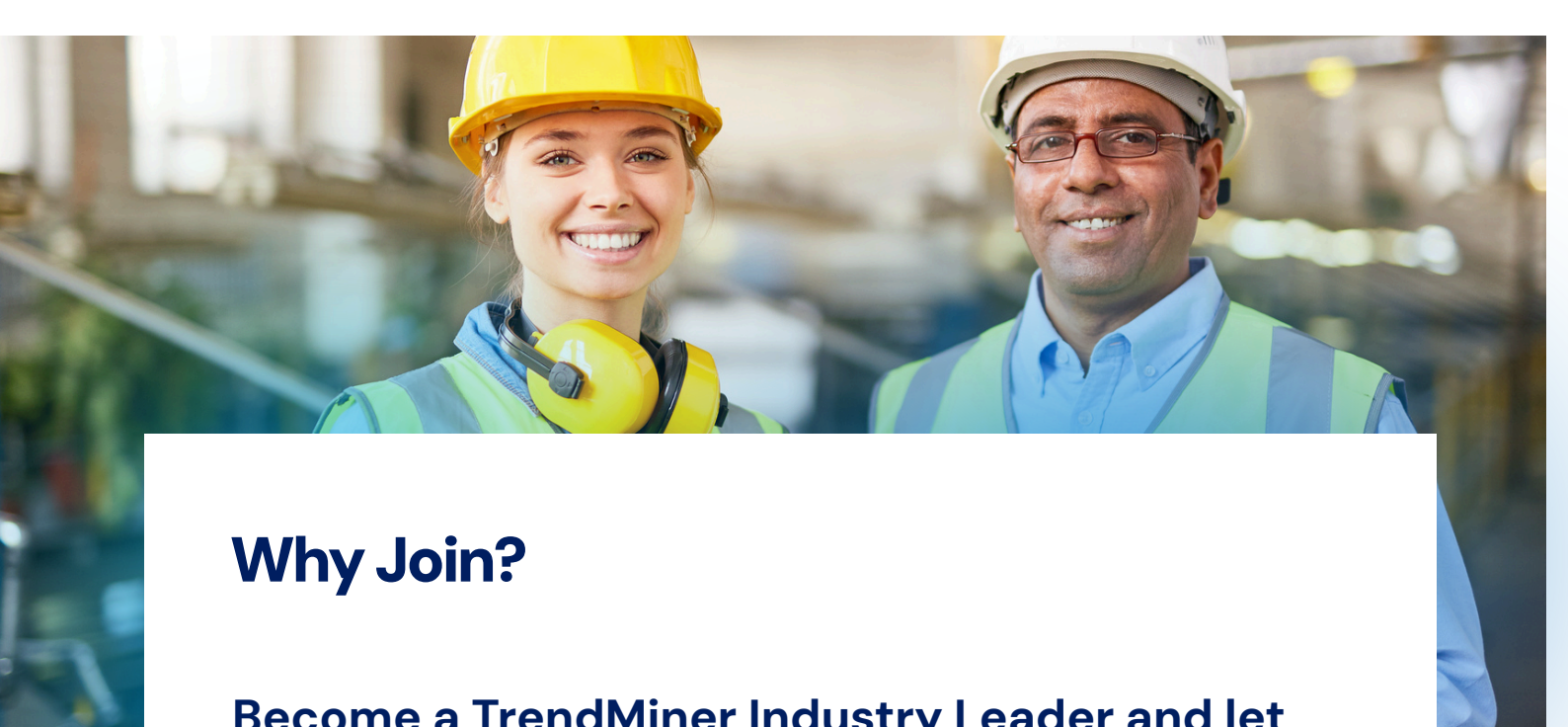
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“Every transformation is a story worth telling. Share yours, inspire your peers, and be recognized for the impact you're making.”

Frederick Motte VP of Customer Success

“This program supports and rewards TrendMiner Community members who go above and beyond to inspire others and help them succeed with Industrial Analytics.”

Jef Vanlaer – Customer Success Operations Manager



## Why Join?

**Become a TrendMiner Industry Leader and let your voice be heard!**



**Share Your Success:** Highlight your success and show how you're making an impact with TrendMiner.



**Influence the Product:** Provide feedback, test new functionalities, and help shape the future of TrendMiner.



**Take the Spotlight:** Gain recognition as an expert and showcase your achievements to peers and leaders.

Flexible, rewarding, and designed to easy to join.  
This is your chance to make an impact and be recognized!

# BENEFITS

## What Do You Gain?

As you progress in the program, your contributions become more visible and are recognized with exclusive benefits. As you collect points, you reach new levels and gain access to even greater rewards.

### **SILVER (500 – 4,000 points)**

- 50% Discount on TrendLab Ticket
- TrendMiner Swag Package – Small
- Official Community Badge
- Access to the Exclusive Community Group
- Celebration Certificate

### **GOLD (4,000 – 10,000 points)**

- Free TrendLab Ticket
- TrendMiner Swag Package – Medium
- Official Community Badge
- Access to the Exclusive Community Group
- Celebration Certificate
- Kudos Post in the Community
- TrendLab Breakfast
- Invitation to Early Release Testing
- Free 2h Online Use Case Session

### **DIAMOND (10,000+ points)**

- Free TrendLab Ticket And For Your 2 Colleagues
- TrendMiner Swag Package – Extra
- Official Community Badge
- Access to the Exclusive Community Group
- Celebration Certificate
- Kudos Post on LinkedIn
- Invitation to Early Release Testing
- Free 2h Online Use Case Session
- Invitation to Product Roundtable Meeting
- 1 Day Onsite Training (travel excl.)



## Ways to Participate & Earn Points

You can take part in the program in the way that fits you best. By participating, you help inspire others, strengthen your professional visibility, and contribute to the continuous improvement of TrendMiner.

Each activity earns you points that recognize your engagement and allow you to unlock additional benefits throughout the year.

### Public Awareness

- Reference call – 1000 pts
- Speak at an event – 2500 pts
- Interview / Video testimonial / Webinar – 1500 pts
- Customer story or blog (TrendMiner website) – 1000 pts
- Testimonial quote – 300 pts
- G2 Review – 500 pts
- TrendMiner LinkedIn post – 500 pts

### Shape Product

- Join Beta Test / UX – 500 pts
- Join special survey – 300 pts
- Product idea share – 100 pts
- Co-author a whitepaper / technical article – 1000 pts

### Shape Community

- Create topic – 100 pts
- Reply in community – 100 pts
- Give best answer – 300 pts
- Best practice / tips / use case post – 1000 pts
- Refer this program to a colleague – 200 pts
- Join Community meetup – 500 pts



# JOIN TODAY

## How to Join?

Joining the TrendMiner Industry Leaders Program is easy and flexible.

**Quick sign-up:** It only takes a few minutes to enroll via the form.

**Flexible:** You can opt out anytime.

**Start contributing right away:** Share your experience, participate in discussions, and benefit from the program at your own pace.

## FAQ

### How do I sign up?

Sign up is simple and takes only a few minutes. Once registered, you can start contributing and earning points immediately.

### Do I have to participate in every activity?

No. Participation is completely voluntary. You can choose the activities that fit naturally into your daily work and interests.

### Can I leave the program or take a break?

Yes. You can pause or leave the program at any time.

