

SEA Customer Advisory Council Engagement Plan

Here are the opportunities for engaging in SEA and recommendations for how to “connect” to get maximum value. These are all optional and may be implemented at any time or not at all according to your needs. There is no obligation or cost when participating in SEA.

Your Objectives	Opportunity	Recommendation	Planned
Influence SEA direction	<ul style="list-style-type: none"> ➔ Help set SEA direction ➔ Participate in SEA Supply Chain Summits ➔ Present at SEA conferences ➔ Present at SEA Awards event 	Appoint a senior-level executive or manager for supply chain management with a strong interest in improving supplier performance as a member of SEA Customer Advisory Council	
Involve your suppliers in SEA	<ul style="list-style-type: none"> ➔ Establish event schedules ➔ Invite suppliers to events ➔ 1-2 hours phone conference once per two weeks ➔ Face-to-face meeting as needed 	Appoint a mid-level manager to the Outreach Committee with a strong interest in inviting suppliers to get involved in SEA	
Learn more about the SEA roadmap	<ul style="list-style-type: none"> ➔ Help suppliers to implement the SEA Roadmap ➔ Learn the common language for SEA and how to coach and assist suppliers in their implementation ➔ Attend a 1-2 day workshop called the SEA Leader Course for Customers 	Appoint one or more supplier development representatives who normally work directly onsite with suppliers to improve their performance	
Make SEA more visible to your purchasing groups	<ul style="list-style-type: none"> ➔ Brief your internal purchasing teams about SEA’s website and Registry so that SEA suppliers can compete for business when appropriate ➔ SEA can supply a sample presentation 	Appoint someone to brief purchasing departments about SEA	
Get a SEA supplier CEO to speak at your event	<ul style="list-style-type: none"> ➔ Invite a SEA Supplier CEO to speak at your conferences and events; ➔ They can speak effectively to other suppliers 	Include SEA Speakers in your plans for events	
Interact with more SEA suppliers	<ul style="list-style-type: none"> ➔ Attend 3 SEA Conferences per year plus one awards event ➔ Help to present annual awards 	Customer Advisors are welcome and fees will be waived for two seats at CEO conferences.	

The SEA Customer Advisory Council is an unincorporated and unofficial body of customers who participate in SEA’s programs with no legal obligation. SEA holds customers harmless and releases and agrees to defend any participating customer from any liability or responsibility arising from participation in SEA’s programs.