



# Partner Advisory Committee

Program Overview

# Introduction

In March 2024, Crayon formally established a Partner Advisory Committee (PAC) within its ANZ channel organisation.

The aim of the PAC is to co-design initiatives that enhance internal operations, improve partner experience and create new opportunities in the market.

The PAC is supported with clear, formalised roles, responsibilities and the internal processes needed to generate value from PAC member contributions and for the partner community.





# Goals

- **Foster understanding;** gain deeper insight and understanding of partner experiences in working with Crayon. Provide opportunities for PAC members to gain deeper insight and understanding of our operational environment.
- **Facilitate shared learning;** provide a platform for PAC members to voice their opinions, concerns and suggestions on industry issues, market trends, operational challenges, and other matters that influence their businesses and opportunities to work with Crayon.
- **Focus the Voice of Partner;** identify actionable learnings and proactively focus these into appropriate internal projects and programs where they can add value.
- **Enhance industry thought leadership;** utilise the contributions of PAC members to generate unique content that adds value to the wider partner community.
- **Steer business improvement;** identify opportunities to enhance business services and improve the partner experience.



# Participation

Annual participation requirements may vary. The PAC 2024 Members were asked to commit to:

- Three (3) face-to-face full day working sessions
- Three progress calls via Teams (1 hr each)
- One podcast recording session each (~2 hrs prep + 1 hour recording)

See following slide for full program schedule and additional details.



# Annual Program Staging

| Schedule          | Jan | Feb | March | April | May | June | July | Aug | Sept | Oct | Nov | Dec |
|-------------------|-----|-----|-------|-------|-----|------|------|-----|------|-----|-----|-----|
| F2F Sessions      |     |     | X     |       | X   |      |      |     |      | X   |     |     |
| Progress Calls    |     |     |       | X     |     |      |      | X   |      |     |     | X   |
| Podcast Recording |     |     |       | X     |     |      |      | X   |      |     | X   |     |

Program schedules may be adjusted year to year.

To the best extent possible, the PAC Program schedule aims to minimise obligations at end of quarter and end of financial year.



# Working Sessions

Annual PAC kickoff sessions are a full day and take place in the first quarter of each year.

May and October are half day working sessions. Australian city locations are determined by PAC Member Vote.

Sessions will be structured to provide:

- a full team meeting, to address tabled agenda items and provide opportunity for open discussion and debate.
- work sprints, as a collective or in break out teams to explore ways of progressing upon agenda items, identify requisite actions, stakeholders, and information needed to advance the PACs mission.



# Progress Calls

Progress calls are staged as Teams meetings, three times a year, in accordance with the PAC Program Schedule.

These calls will be held to ensure progress on minuted action items from each Working Session, seek agreement on matters arising, and identify ways to address any barriers to progress.

PAC Members will be given advance notice of the specific dates and times for each call and will be kept notified of the items to be discussed.

Ad hoc communications between PAC Members may be necessary in between formal Progress Calls.

As and when these calls are required, any matter arising for the full PAC team should be noted for the record and communicated, as necessary.





# High Performance Podcast

The High Performance podcast is a series of discussions exploring the state of the Asia Pacific channel.

PAC members are asked to contribute to a minimum of one podcast a year and are briefed in advance of each podcast session.

Podcast participation involves approximately two hours to prep for the podcast, 1 hour for recording and approximately 1 hour to review resulting materials for approval.

PAC members will be asked to support the podcast's goals by promoting the content through their own channels.





# Crayon PAC Representatives



Warren Nolan

SVP, Channel & Strategy  
Crayon, APAC



Larrie Clarke

VP, Products & Platforms  
Crayon, APAC



Molly MacDiarmid

Head of Marketing  
Crayon, APAC



Joel Ramirez

Snr Commercial Director  
Crayon Channel, APAC



Sandhya Vaishnav

ANZ Sales Manager,  
Crayon

# PAC Expenses

PAC members will cover their own travel, accommodation and expenses when travelling to PAC working sessions.

Crayon will aim to negotiate room rates with an appropriate venue, in or nearby the location of the PAC Kickoff session. PAC members are not obligated to take up this option, if it is available.

PAC Members will be provided with appropriate refreshments and meals during working sessions. Morning and evening meals will be covered by partners.



# PAC Governance

The PAC will be governed by a Code of Conduct. This will be available to interested partners on request.

All partners accepting membership to the Crayon PAC will be required to sign a Nondisclosure Agreement. This will protect the interests of all participants and ensure frank and fearless discussion during PAC sessions and meetings.





Thank You!

