



COMMERCIAL ADVISORY COMMITTEE

TERMS OF REFERENCE

1. PURPOSE/OBJECTIVES:-

- 1.1 The Commercial Advisory Committee's (CAC) main objective is to enable BG to achieve increased financial sustainability through identifying and maintaining a stable of partner organisations and commercial activities to drive commercial return.
- 1.2 The role of the CAC is to support the development of a commercial strategy which increases revenue to BG through new corporate partnerships, leveraging existing sponsorships, building value and audience at events as well as other conferences and programmes.

2. DUTIES & RESPONSIBILITIES

- 2.1 Review, at least annually, the commercial strategy of BG.
- 2.2 Review, challenge and recommend (as appropriate) major commercial proposals.
- 2.5 Review the commercial performance of BG against agreed KPIs.
- 2.7 Report formally to the Board after each meeting.
- 2.8 Make recommendations to the Board as it deems appropriate on any area within its remit where it believes action or improvement is needed.

3. COMPOSITION OF THE COMMITTEE

- 3.1 The CAC shall be appointed by the Board and shall comprise the following members:
 - Strategy and Commercial Operations Executive Director (Chair)
 - Chief Executive Officer
 - 2 x Non- Executive Directors with commercial experience

The Committee will be supported at appropriate times by any staff within the Commercial team.

4. MEETINGS

- 4.1 Meetings will be held at least twice a year or as many times as they require to achieve their objectives.
- 4.2 The Agenda will be agreed by the Chair and distributed prior to each Meeting.



5. AUTHORITY

The Committee will have the authority to:

- 5.1 Make recommendations to the Board on the commercial strategy and any related decisions necessary on major commercial activity.
- 5.2 Obtain, at BG's expense, independent legal or other professional advice on any commercial matters within its terms of reference.
- 5.3 Secure the attendance of appropriate individuals with relevant experience and expertise at meetings of the Committee if it considers such attendance reasonably necessary.
- 5.4 Delegate any of its duties as is appropriate to such persons or person as it thinks fit whilst retaining responsibility for any and all actions taken.
- 5.5 Review the Terms of Reference of the CAC from time to time to ensure it is delivering against its objectives and those of BG.