



About ASUG Chapters

ASUG Chapters represent local groups of ASUG Members who come together to connect, learn, and grow. Chapters host in-person meetings throughout the year that emphasize networking, peer learning, and real-world SAP experiences.

Each ASUG Chapter supports the broader ASUG mission of helping organizations maximize their SAP investments while aligning with the organization's 2026 strategic priorities. Chapter programming is designed to provide members with practical education, valuable connections, and insights from both customer and SAP perspectives.

About SAP Points of Contact (POCs)

SAP Points of Contact (POCs) serve as the primary liaison between SAP and ASUG for each Chapter. They collaborate closely with ASUG staff and ASUG Chapter Volunteers to help deliver impactful local programming that highlights SAP's strategic initiatives, customer stories, and product expertise.

SAP POCs play an essential role in aligning SAP's regional engagement priorities with ASUG's Chapter strategy, ensuring members gain access to relevant insights, solution updates, and thought leadership from SAP.

Collaboration with ASUG Staff

Each ASUG Chapter is supported by dedicated ASUG staff who manage logistics, programming, and strategy. SAP POCs work hand-in-hand with these staff members to propose SAP topics, identify speakers, and collaborate on agendas that align with both SAP's messaging and ASUG's member experience goals.

While SAP POCs provide valuable expertise and connections, ASUG staff retain final decision-making authority to ensure all events and materials align with ASUG's mission, values, and evolving strategy toward 2026.

SAP POC Role and Expectations

SAP POCs contribute to delivering ASUG Chapter Meetings that reflect SAP's local presence and commitment to the customer community. They help identify speakers, suggest SAP-relevant topics, and collaborate on local programming that supports learning and engagement.

SAP POCs are encouraged to:

- Partner with ASUG staff and Chapter Volunteers to plan local programming that aligns with ASUG's overall strategy and 2026 priorities.
- Recommend SAP experts, customer presenters, or partners for ASUG Chapter Meetings.
- Provide insights on SAP's solutions and roadmaps relevant to the local membership base.
- Participate in planning discussions and ASUG Chapter calls to coordinate logistics and event content.
- Promote ASUG Chapter Meetings within SAP networks and contribute to local engagement efforts.
- Demonstrate respect, collaboration, and partnership in all interactions with ASUG Members, Volunteers, and staff.

SAP POC Benefits

SAP POCs gain visibility as trusted partners in ASUG's member engagement and local activation efforts. Their participation helps build stronger customer relationships and amplifies SAP's connection with regional



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Benefits of serving as an SAP POC include:

- Opportunities to showcase SAP thought leadership and product expertise
- Strengthened relationships with ASUG Members, Volunteers, and local partners
- Enhanced alignment with ASUG's Chapter strategy and community outreach efforts
- And more