

# **MARKETING AND COMMUNICATIONS COMMITTEE**

**Chairman – Joseph Samuel  
Marketing and Communications Committee  
CANTO AGM January 2016**

# **MARKETING & COMMUNICATIONS COMMITTEE TERMS OF REFERENCE**

- ❑ The Marketing & Communications Committee advises the Secretariat in finding ways to increase the visibility of CANTO among its membership and the region and identifying the services they require.**

# CORE TEAM MEMBERS

- ❑ Joseph Samuel (APUA, Antigua)
- ❑ Tricia Balthazar (CANTO)
- ❑ Wendy McDonald (Columbus Communications, Trinidad)
- ❑ Ryan Wyngaande (Bureau Telecom)
- ❑ Vydia Bhagan (TSTT, Trinidad)
- ❑ Elon Parkinson (Digicel, JA)
- ❑ Carolina Caeiro (Lacnic)
- ❑ Kevon Swift (Lacnic)
- ❑ Melissa Harris (Telecoms Training Corporation, USA)
- ❑ Janet Brown (BTC)

# ACTIVITIES FROM THE LAST 6 MONTHS

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  - Monthly conference calls
  - Successfully ran our second annual Marketing Forum at the 2015 conference
  - Evaluated the Marketing Forum from CANTO 2015 – lessons learned for Puerto Rico 2016
  - Developed new theme for Haiti AGM and Puerto Rico Conference – *“Inspiring ICT Innovations: Building an Entrepreneurial Ecosystem through Sustainable Strategic Partnerships”*
  - Website – In discussions with website consultant for further website upgrades in order to facilitate additional plugins

# ACTIVITIES FOR THE NEXT 6 MONTHS

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- Developing the third Marketing forum in Puerto Rico
- Revisiting the 'welcome session' (aimed at first time attendees)
- Drive more traffic on our website
- Revenue opportunities being developed:
  - Silent Auction / Bingo (Proposed for the Closing Ceremony)
  - Training for telecom professionals (at AGM and Online)
  - Job Bank
  - Ezine
  - Annual 'CANTO Best In' Awards Ceremony
  - Tiered Membership
  - Create an activities road map that will detail short, medium, and long term scheduling of revenue generation to include timelines
- Develop agenda for the Conference and Trade Exhibition in Puerto Rico