

MARKETING AND COMMUNICATIONS COMMITTEE

**Chairman – Joseph Samuel
Marketing and Communications Committee
CANTO AGM February 2018**

COMMITTEE CORE TEAM

- ❑ Joseph Samuel (APUA, Antigua)
- ❑ Melissa Harris (Telecoms Training Corporation, USA)
- ❑ Lyrio Gomez (UTS) MCC Champion
- ❑ Tricia Balthazar (CANTO)
- ❑ Elon Parkinson (Digicel, JA)
- ❑ Anuska Sonai (Spangmakandra)
- ❑ Wendy McDonald (C&W)
- ❑ Gervon Abraham (TSTT)

MEETINGS AND COMMITTEE CHALLENGES

The devastating impact of the 2017 hurricane season contributed to a decline in meetings over the past 6 months

There were, however, meetings and other forms of communication when necessary between the chairman and the Secretariat representative on the MCC

Meeting participation continues to be a challenge. Need significantly more active participants to execute plans

CURRENT INITIATIVES

CHANGES TO THE SILENT AUCTION:

In the interest of full disclosure and transparency it proposed the Silent Auction now be an open event to take place at a set time and date during the 2018 Conference in Panama

PLANNING AND EXECUTING THE ANNUAL MARKETING FORUM:

Participation in this initiative has trended downwards for the past two forums

COMPETITIONS:

CANTO & PIEDATA Hackathon: Propose cost reduction by redesigning the competition.

WTISD Video Competition: Proposing change to competition timeline to the period September – December 2019 and extend participants between ages 13 – 21; announce winner at CANTO 2019 AGM; distribute prizes at 2019 Conference

The launch of the Annual ‘CANTO Innovation Awards 2018’

CANTO INNOVATION AWARDS 2018

Biennial event commencing Conference 2018

**Celebrate members that demonstrate excellence and innovation
in service creation and delivery**

Key Dates:

Deadline for Entries: 15th May, 2018 11:59 AST

Presentation of Awards: 24th July, 2018, Panama

For further information see CANTO website

PROPOSED FUTURE INITIATIVES

TWO NEW FORUM PROPOSALS:

1. DISASTER PREPAREDNESS AND RECOVERY MANAGEMENT:

The 2017 hurricane season has become the new normal for the Caribbean Region. Climate change caused by the human influence has brought into focus the need for telecom operators to become more Alert, Aware, and Prepared.

2. TELECOMMUNICATIONS REGULATIONS :

From the reported number of individuals attending the Regulation Committee Meetings in addition to the others who would like to attend but cannot due other Committee commitments, it is proposed that a breakout forum on topical issues confronting the telecom industry be considered in order to provide forum participants with information that will not normally be shared at the general AGM and Conference discussions

IMPROVING CANTO'S VISIBILITY

1. Utilize and hold MCC Liaison personnel in each member territory accountable for the following:
 - ❖ Public announcements of CANTO Competitions, Achievements and other news worthy notifications

2. CANTO Board Members and Secretary General to assist in the following:
 - ❖ Visiting with CEOs of member organizations
 - ❖ Visiting with as many CEOs of operators in countries hosting CANTO events
 - ❖ Visiting with CEOs of companies attending global events



Figure 1: Adopted from Weebly.com

EXTENDING CANTO'S LIFE CYCLE

Product Life Cycle

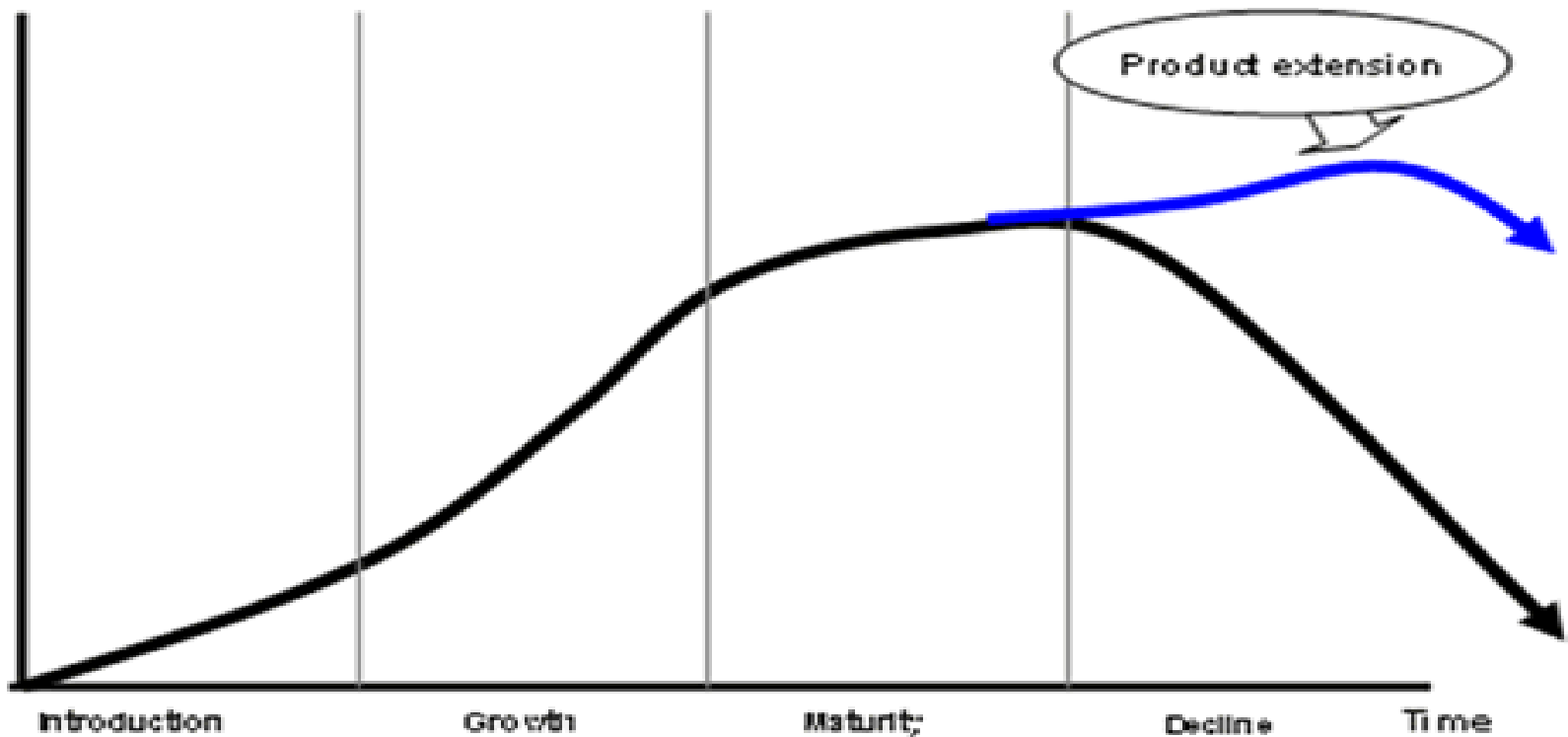


Figure 2: Adopted from tutor2you.net

PROPOSED EXTENTION STRATEGIES

- 1. Adding value – add new features to the current product**
- 2. Explore New Markets – try selling to new markets/industries**
- 3. Price Adjustments – more attractive to members and prospective members**

QUESTIONS & COMMENTS

THANK YOU