



The Future of:

CANTO

For Discussion Purpose

CANTO MEMBERSHIP

MONTEGO BAY JAN 2014



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## Introduction

- CANTO 30 years in existence (Strategic alliances for sustainable BB Development)
- Monopoly- Competition
- Voice and Text- High Speed Data and Voip
- High rates and High Margings- Low Rates and Low Margins
- Paid Local Service provider – Free International Service Provider
- High Participation- Challenged participation

## Introduction- Continued

- Revenue stream Fixed- Mobile- Data- ?
- Operators Membership only – Multi Stakeholder Membership
- Choice for Hosts – Difficulty in finding Host (AGM and Conference)
- Competition with other conferences



## **PURPOSE**

- Changing needs from membership
- Changing types of membership
- How to compete with other conferences
- How to compete with OTT
- How to survive next 30 years
- stimulate discussions and eventually develop an executable plan to ensure CANTO remains a viable organization, delivering value to its members, vendors, visitors and the Caribbean Community as a whole.



## **PURPOSE (Quote: *The Maxwell Leadership Bible*)**

- **A purpose will motivate you.**
- **A purpose will keep your priorities straight.**
- **A purpose will develop your potential.**
- **A purpose will give you power to live in the present.**
- **A purpose will help you evaluate your progress.**



## **SUGGESTIONS (points for discussion)**

1. Re-engage the Telecom Operators of the Spanish speaking countries and islands.
2. Have open discussion regarding sponsorship of AGM and Conference and Trade Exhibition
3. Consider participating in CTIA and other events to generate new Vendor Participation.
4. CANTO also need to include younger speakers at the event, such as the winners of the i-Create e-Content competition.



## **SUGGESTIONS – cont'd**

5. With the changes in the Telecom Landscape, consider inviting and encouraging other companies such as the Cable Companies, Internet Companies, Advertising agencies to attend and become members of CANTO.
6. At the host countries, CANTO executives should have a roundtable event with students from a local school/ICT students. This could be a learning experience for both teams. Consider some sort of giveaway at the roundtable to the participating school such as computers. Invitation of the local press should be considered if possible to help generate interest in the event.
7. Develop more sponsored programs within the region, similar to i-Create, with sponsorship from vendors. Part of the sponsorship deal could include regional television and other media advertisement to make the community aware of CANTO, its activities and the sponsors of the programs. A WIN-WIN for everyone.
8. Step outside of the Traditional Telecom companies and engage other Caribbean companies (advertising agencies) to Sponsor programs in conjunction with CANTO. Partnership can be with any company within the region or outside



## **SUGGESTIONS – cont'd**

9. Engage local tourist board to assist with sponsorship especially the advertising of the Canto event. Ensure they recognize the contribution the CANTO event is making to the local economy. The experience of the visitors could impact future visits to the country.
10. CANTO must carefully manage local host Companies at its event to ensure that sponsors get the best value for their sponsorship such as Lunch, Dinners, Ceremonies etc. The standard set forth by CANTO must be met.
12. Brainstorm Booth Recognition
12. Target Marketing – This is to ensure participating vendor shave all the right people visiting their booths. This can be done during participant signup on the Canto Web-Site.
13. Structure of the AGM and Conference and Trade exhibition



**THANK YOU FOR YOUR  
ATTENTION**