

Marketing and Communications Committee

Julian Wilkins

Chairman - Marketing and Communications Committee

January 2014

Core team members

- ❑ Tricia Balthazar (CANTO)
- ❑ Wendy McDonald (Columbus Communications, Trinidad)
- ❑ Mary Meighan (BTL, Belize)
- ❑ Vydia Bhagan (TSTT, Trinidad)
- ❑ Peter Nicholls (Economic Commission for Latin America & Caribbean)
- ❑ Colin Benjamin (More Magic, Oberthur, Antigua)

20 persons attended

Activities from the last 6 months

- ❑ Branding: Promote the new website;
- ❑ Appointed new Vice Chair – Wendy McDonald, Columbus Communications;
- ❑ Developed and assisted in selection of theme CANTO 2014 ‘Strategic Alliances for Sustainable Broadband Development’;
- ❑ Developed the conference agenda for AGM – more interesting/interactive, encourage more participation;
- ❑ Build on the Mini-exhibition at the AGM.

Activities for the next 6 months

- ❑ World telecoms information society day – move from just a simple essay competition – embrace social media e.g. short video presentation - accept different formats;
- ❑ Create competition – continue in current format but find new sponsors. Suggestions: Alcatel Lucent, Microsoft;
- ❑ Link the competitions to the website; drive traffic on our website;
- ❑ Work on launching the CANTO website on mobile handsets. Target: 2 weeks before the Conference – committee to focus on ideas for launch;
- ❑ Develop the Marketing Forum for CANTO 2014 with a social media focus; development of social media in the Caribbean; mini case studies.

Activities for the next 6 months

- Support the newly formed Corporate Social Responsibility committee – best practices;
- Investigate revenue opportunities of the new website;
- Suggestion: 30 year CANTO anniversary – by celebrating our past distinguished members; have a ceremony and recognize at the conference;
- Branding : CANTO Song – words are fine but could the music be updated?
- Develop conference agenda for Conference in the Bahamas.

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Thank you for listening!