

# Marketing and Communications Committee

Julian Wilkins

Chairman - Marketing and Communications Committee

July 2013

# Thank my team members

## Core team members

- Tricia Balthazar (CANTO)
- Mary Meighan (BTL, Belize)
- Vydia Bhagan (TSTT, Trinidad)
- Wendy McDonald (T & T Gov,)
- Peter Nicholls (Economic Commission for Latin America & Caribbean)
- Floree Williams (APUA, Antigua)

# Activities since February 2013

## Development of existing Website

- Completed short term upgrades

## Development of the new website

The new website was developed by Khafra Murray, the second i-Create e-Content winner from 2012.

- Professional corporate feel
- Document centre
  - \* One stop shop for topics ICT
  - \* Speeches and presentations
- News centre
- Members area
- Working committee area

# Activities since February 2013

## New Website



CANTO | Caribbean Association of National Telecommunication Organisations - Windows Internet Explorer

http://canto.chehrenmedia.com/

HOME ABOUT CANTO MEMBERSHIP PROJECTS MEDIA CENTRE CONTACT US Search

**CANTO**  
Caribbean Focus... GLOBAL PERSPECTIVE

**CANTO**  
Towards a SMART Broadband Caribbean Community

**29th Annual Conference & Trade Exhibition**  
14 -17th July, 2013 - Aruba

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# Activities since February 2013

## **New Website**

- ❑ 12 months ago in Miami the marketing committee had a brainstorming session (SWOT Analysis) to create a new website and give more control of content to the CANTO Secretariat
- ❑ Website training for CANTO employees
- ❑ CANTO employees have the ability to make daily changes to website instead of relying on a 3<sup>rd</sup> party – means the website should always be up-to-date – better communications with our members
- ❑ Website launched at CANTO 2013

# Activities since February 2013

- ❑ Provided judges and support for the WTISD competition
- ❑ Support for the I- Create competition with Ericsson
- ❑ Circulated a standard template for power-point presentations for all working committees to improve our branding
- ❑ With the support of the Marketing Communications committee – made recommendations from a MBA dissertation to improve **CANTO's Reputation**
- ❑ **Updated the Marketing Plan**

# Activities for the next 6 months

- Branding – Promote the new website
- Promote CANTO's values
- Develop reputation management plan
- Develop a communications plan
- Focus on Corporate Responsibility – best practices
- Develop conference agenda for AGM – more interesting/interactive, encourage more participation
- Build on the Mini-exhibition at the AGM to improve revenue
- Investigate revenue opportunities of the new website

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**Thank you for listening!**