



**32nd Annual General Meeting &
BIIPAC Workshop Component 4
31st Jan – 4th Feb 2016
Marriott Port-au-Prince Hotel
Port-au-Prince, Haiti
Co-hosted by: Digicel Haiti**

Digicel

**Marketing & Communications Committee Meeting Agenda
Monday, 1st February, 2016
Time: 8am – 10.00am**

Chaired by: Joseph Samuel - APUA

Agenda

1. Approval of Draft Agenda
2. Action Status
3. Competitions (Updates)
 - a. i-Create/ Hackathon Competition
 - b. WTISD Video Competition
4. 32nd Annual Conference & Trade Exhibition –Puerto Rico
 - a. 3rd Annual Marketing Forum
5. Marketing Plan
6. Revenue Generating Initiatives
7. A.O.B
8. Closing
9. Date of Next Meeting

Marketing & Communications Committee Meeting

19th November, 2015

MINUTES

Attendees:

Joseph Samuel, Tricia Balthazar,

Excused: Mary Meighan

Agenda

1. Approval of Draft Agenda
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 - a. Competitions (Updates)
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1. Opening and Approval of Draft Agenda

The meeting commenced at 3:42PM

2. Action Status

Action 190: Determine if DSS will continue sponsorship None

Action192: Request revenue generating ideas from core team

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3. Competitions

- A. WTISD - Changed to “Inspiring ICT Innovations: Building an Entrepreneurial Ecosystem through Sustainable Strategic Partnerships”.
 - a. Effectively communicate information
 - b. Ministry of Education
 - c. Utilize members to push information /advertisement
 - d. Update – Flyer complete and approved
- B. i-Create Future of I-Create 1st Annual C.O.D.E.

Sponsored by: DSS Domus Semo Sancus Facilitator: PIEDATA

Action 190: Determine if DSS will continue sponsorship

4. **32nd Annual AGM – Haiti**

This will be co-hosted by Digicel Haiti

All members are urged to register and book hotel rooms as soon as possible

[To Register](#)

[To Book Hotel](#)

5. **Marketing Plan**

The team is charged with the responsibility of creating a marketing plan which will follow the lead of the strategic plan.

The Marketing Plan was completed and added to agenda for discussion. A high level overview will be given to the board by the Chair at the AGM HT

Action 193. Recirculate the Marketing Plan for input

Revenue Generating Initiatives (Stet)

A. Silent Auction.

B. CANTO may seek the following items sponsored and keep the proceeds from the sale:

- Hotel Stay
- Car Rentals
- Latest Smart Phone
- Tablet

C. CANTO Collectors' Items – Memorabilia

Create Limited Edition items and sell at premium prize at the Event. e.g. high end Polo shirts

D. Vacancies. Charge a fee for listing vacancies on the CANTO Website

E. Advertisements

- Push Ads for CANTO App
- Develop YouTube Channel to be more active and to generate traffic

F. Discuss status and course of action for the next Marketing Committee meeting.

Updated

G. Include sub categories for ISP provider

H. Conduct VOS survey at AGM to determine membership needs

I. Procure telecommunications statistics on ICT/Telecoms for the region for resale

6. **A.O.B**

Action 194: Send email to Marketing Team regarding the importance of attending and participating in Marketing & Communications Meeting

Action 185: We require 2 implementable Revenue Generating Ideas for the Association

7. Closing:

Meeting ended at 5:00PM

8. Date of Next meeting Thursday 10th December 2015 3:30PM **AST**

