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
2. Action Status
   a. Competitions (Updates)
   b. i-Create/ Hackathon Competition
3. WTISD Video Competition
6. 32nd AGM - Haiti
7. Marketing Plan
8. Revenue Generating Initiatives
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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 10\textsuperscript{th} December 2015 3:30PM AST