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|  | **31st Conference & Trade Exhibition**  **Improving lives through Broadband Innovation**  **26th to 29th July , 2015**  **Hyatt Regency Miami** |  |

**AGENDA**

**CANTO Marketing & Communications Committee Meeting**

**Sunday 26th January, 2015**

**Time: 9am**

**Orchid D**

**Chaired by: Joseph Samuel APUA**

1. Approval of Draft Agenda
2. Action Status
3. Competitions (Updates)
   1. i-Create/ New ICT Competition /Hackathon
   2. WTISD Video Competition
4. Website Updates
5. Revenue Generating Initiatives
6. Procedure for Drafting Papers (information, discussion, policy, position papers)
7. Marketing Plan
8. A.O.B
9. Closing
10. Date of Next Meeting

**Marketing & Communications Committee Meeting Report**

**21st May, 2015**

**MINUTES**

**Attendees:**

Joseph Samuel, Julian Wilkins, Tricia Balthazar, Melissa Harris, Bill Browne

**Agenda**

1. Approval of Draft Agenda

2. Action Status

3. Competitions (Updates)

* i-Create/ New ICT Competition
* WTISD Video Competition

4. 31st Annual Conference - Miami

5. Website Updates

6. Marketing Plan

7. Revenue Generating Initiatives

8. A.O.B

9. Closing

10. Date of Next Meeting

1. **Opening and Approval of Draft Agenda**

The meeting commenced at 3:38PM. The agenda was approved by Tricia Balthazar

1. **Action Status**

None

1. **Competitions**

CANTO to be rebranded as i-Create Future of I-Create 1 st Annual C.O.D.E. due to lack of sponsorship and redundancies in competition.

Caribbean Organized Developers & Entrepreneurs THEME: “Made in the Caribbean”

CANTO’s Annual Code is the first regional Software Developer, Design, and Entrepreneur Competition in Miami, Florida. The competition seeks to bring together the best team of developers and designers from the Caribbean region, with the aim to develop a viable and marketable software solution. It will take place for 48 hours and will give teams the opportunity to develop solutions to a challenge that will be

communicated at the opening of the conference.

Date: 27th – 29th July, 2015 Location: Hyatt Regency, Miami, Florida

Sponsored by: DSS Domus Semo Sancus Facilitator: PIEDATA

1. WTISD.
   * The competition is complete. The winners are:
   * The top three places were as follows: First Place: Tysha Toni Roches, Saint Catherine Academy, Belize; Second Place: Allison Arnaez, St. Pauluschool, Suriname Third Place Daniel Stewart of Ewald, P, Meyer Lyceum (Lyco II) Suriname.
   * Currently sourcing sponsors: BTL, Speednet, UCC and Telesur.
2. **Annual Conference & Trade Exhibition AGM – Miami**

Bill suggested Quest involvement in both n the Forum and CANTO 2015 as they have access to a good database of persons in ICT. Tricia advised that a barter arrangement already exist between the two parties. At this time, CANTO has provided a booth and email blast for Quest and we will be forwarding a few email blasts to Quest for circulation to their database.

**Action 182:** Tricia to request from Quest a speaker for the Marketing Forum

**Marketing Forum**

Melissa Harris outlined status of Marketing Forum including the updated agenda

Advised that the speakers are slow in coming

**Action 183:** Tricia to forward a Call for speakers blast to email. Carmen to forward to sponsors and Exhibitors

**Action 184:** Melissa to forward updated copy of the Marketing Forum agenda.

**Action 185:** Tricia to request Keynote speaker suggestions from Quest

* + - Tricia to forward Marketing forum to BTC follow up with Leon re Speakers and BTC attendees

Alternate (Backup) plan: If Speakers are not forthcoming Melissa will facilitate the training and redo agenda.

**Action 186**: Melissa to circulate alternative and updated agenda

**Action 187:** Julian to follow up with Tim Heffernan to speak at the event

1. **Website Updates**

Cancion and Annual Report are already on the website in PDF format. Next phase: online magazine format. Currently testing a magazine application. Due date: July, 2015.

1. **Marketing Plan.**

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

Julian Wilkins suggested:

1. Await completion and approval of strategic plan before working on the Marketing plan.
2. To commence work on the marketing plan at the face to face meeting where more persons will be present.
3. **Revenue Generating Initiatives**

**Julian Wilkins suggested that to continue the Revenue Generating initiative at the next face to face meeting in at CANTO 2015**

a) Purpose of Welcome Session on July 26, 2015 at Annual Conference & Trade Exhibition - To increase CANTO revenues by:

* Enrolling new CANTO members by educating them on the value of CANTO membership and encouraging them to become members at this Welcome Session by offering a one-time member discount;
* Increasing registrations, sponsorships, and/or exhibitors at future AGMs, forums, and annual conferences by ensuring a great experience for first-time attendees;
* Increasing attendance at the HR and Marketing Forums July 30-31, 2015 (i.e., if Welcome Session attendees are first hearing about these forums on Sunday July 26th, there will still be time for them to register for these forums and/or have their colleagues that are not attending the annual conference to fly in on Wednesday July 29th in time to attend the forums.)

Recommendations: Seek Sponsors

* Utilize Twitter Wall
* Welcome Session to include:
* Icebreakers
* Snacks (Wine /Cheese)
* No Fee
* Informal
* Advance Promotions

1. Silent Auction.
2. CANTO may seek the following items sponsored and keep the proceeds from the sale:

* Hotel Stay
  + Car Rentals
  + Latest Smart Phone
  + Tablet

1. CANTO Collectors’ Items – Memorabilia

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

1. Vacancies. Charge a fee for listing vacancies on the CANTO Website
2. Advertisements
   * Push Ads for CANTO App
   * Develop YouTube Channel to be more active and to generate traffic

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

1. **A.O.B**
2. **Closing:**

Meeting ended at 4:38PM

1. **Date of Next Meeting Face to Face meeting Call**

Sunday 26th July, 2015 9pm**.**