

Marketing and Communications Committee

Julian Wilkins

Chairman - Marketing and Communications Committee

January 2015

Core team members

- Tricia Balthazar (CANTO)
- Wendy McDonald (Columbus Communications, Trinidad)
- Mary Meighan (BTL, Belize)
- Vydia Bhagan (TSTT, Trinidad)
- Joseph Samuel (APUA, Antigua)
- Melissa Harris (Telecoms Training Corporation, USA)

10 persons attended

Activities from the last 6 months

- ❑ Monthly conference calls;
- ❑ Successfully ran our first Marketing forum at the conference;
- ❑ Evaluated the Marketing Forum from CANTO 2014 – lessons learnt for Miami 2015;
- ❑ Developed new theme for AGM and Miami conference – **“Improving lives through Broadband Innovation”**;
- ❑ Developed the AGM conference agenda – more interesting/interactive, AGM; Youth Forum;
- ❑ Website - Created new easy to access link for working committees – first to use CSR Committee – handset disposal – aimed at all stakeholders.

Activities for the next 6 months

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 - Developing the second Marketing forum in Miami;
 - Planning a 'welcome session' (aimed at first time attendees) for the Miami conference;
 - Drive more traffic on our website;
 - Continue to improve the website for access by mobile handsets;
 - Revenue opportunities being developed for:
 - Website more advertising;
 - Creative sponsorship opportunities

- Develop agenda for the Conference and Trade Exhibition in Miami.

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Thank you for listening!