The Marketing & Communications Committee advises the Secretariat in finding ways to increase the visibility of CANTO among its membership and the region and identifying the services they require.
CORE TEAM MEMBERS

- Joseph Samuel (APUA, Antigua)
- Tricia Balthazar (CANTO)
- Wendy McDonald (Columbus Communications, Trinidad)
- Ryan Wyngaande (Bureau Telecom)
- Vydia Bhagan (TSTT, Trinidad)
- Elon Parkinson (Digicel, JA)
- Carolina Caeiro (Lacnic)
- Kevon Swift (Lacnic)
- Melissa Harris (Telecoms Training Corporation, USA)
- Janet Brown (BTC)
ACTIVITIES FROM THE LAST 6 MONTHS

- Monthly conference calls

- Successfully ran our second annual Marketing Forum at the 2015 conference

- Evaluated the Marketing Forum from CANTO 2015 – lessons learned for Puerto Rico 2016

- Developed new theme for Haiti AGM and Puerto Rico Conference – “Inspiring ICT Innovations: Building an Entrepreneurial Ecosystem through Sustainable Strategic Partnerships”

- Website – In discussions with website consultant for further website upgrades in order to facilitate additional plugins
ACTIVITIES FOR THE NEXT 6 MONTHS

- Developing the third Marketing forum in Puerto Rico
- Revisiting the ‘welcome session’ (aimed at first time attendees)
- Drive more traffic on our website
- Revenue opportunities being developed:
  - Silent Auction / Bingo (Proposed for the Closing Ceremony)
  - Training for telecom professionals (at AGM and Online)
  - Job Bank
  - Ezine
  - Annual ‘CANTO Best In’ Awards Ceremony
  - Tiered Membership
  - Create an activities road map that will detail short, medium, and long term scheduling of revenue generation to include timelines
- Develop agenda for the Conference and Trade Exhibition in Puerto Rico