



TRUST
Over **IP**
FOUNDATION

Communications Committee

05 August 2022

1:00-2:00pm PT / 8:00-9:00pm UTC

 **THE LINUX** FOUNDATION

Antitrust Policy & Member Participation

- › Attendees are reminded to adhere to the meeting agenda and not participate in activities prohibited under antitrust and competition laws.*
- › Only members of Trust Over IP who have signed the necessary agreements and charters are permitted to participate in this activity beyond an observer role.

* Examples of types of actions that are prohibited at Linux Foundation meetings and in connection with Linux Foundation activities are described in the Linux Foundation Antitrust Policy available at <http://www.linuxfoundation.org/antitrust-policy>.

Agenda

1. BLOG Updates and Approvals (5 min)
2. Website Update - Overview of what's now live, in progress or needs approval (5 min)
3. ToIP Summit Marketing Plan and Hyperledger Global Forum Planning (15 min)
4. Action Item Updates (5 minute)
5. Open Discussion (as time allows)

BLOG Updates

- OIX Trust Framework and SSI BLOG Series/ Press Release - posted June 15th
- Monokee joining ToIP as Steering Committee member - post June 11th
- Identiverse Recap - posted June 12th
- Identity Week Recap - posted June 13th
- AI and Metaverse BLOG (AIM TaskForce Creation) - Posted June 20th

BLOGs Discussion and Approval

- Avast joining ToIP as Steering Committee member- APPROVED waiting posting date from
- ToIP to be present at two conferences in Dublin, Ireland September 12th-16th

BLOGs Ideas

- Summit BLOG - why to come
- Wenging to speak at OSS
- Kantera/UK Digital Identity and Attributes Trust Framework/Schellman and ToIP BLOG
- Next In Adoption series
- eIDAS/EU Digital Wallet Series - #blog-series-eidas - Status Update?
- Consent is becoming meaningless (Phil Wolf?)
- BLOG series on our Design Principles
- Governance Stack blog re Privacy and Risk from Inputs and Semantics group. (Neil Thompson)
- mobile Driver Lic presentation (TBD in the New Year)

Michel Plante is working on a blog

Website Update

- **Live Events page and ToIP Summit page**
- **Live New arrangement of Home Page**
 - Blog Posts moved up
 - Events Page Feature (Year in review removed) - add button to go to ToIP Summit Page
 - Design Principles Featured (GHP removed)
 - New Image for Join
- **For review and input - Membership pages**
- **In-progress:**
 - Social Media Links into footer
 - Update to Model page
 - Enhanced Design Principles page
- **Suggestion for a new page:**
 - Speakers Bio Page ?
- **Future Update Needed**
 - GHP History to replace GHP current content

New Logo for use by members

- We need three new Logos, for use by members on their websites/marketing.
 - Steering Member
 - General Member
 - Contributing Member
- We may also need two Sponsorship Logo
 - Gold Sponsor
 - Silver Sponsor

Signage for both ToIP Mini-Summit and Hyperledger Global Forum



Table Runner Prices:

The table runner that's attached illustrates the 24" version.

- 24" - \$67.60
- 30" - \$78.00
- 36" - \$88.40
- 60" - \$119.60



ToIP Summit Marketing

- › New event website:
<https://trustoverip.org/summit/>
- › New event logo and promo images:
https://drive.google.com/drive/folders/1l_yoDgdQ2mON9f5ZKNM44DHNvRD2_Fyfl?usp=sharing
 - › Speaker cards coming soon
- › Roll-up banners and table runner coming soon



Hyperledger Dublin - Planning

- One Pager
- Signage - Table tent with QR Code link to one pager
- Signage - Table tent with SC Logos

- Swag handouts - ToIP Logo Stickers?

- Invite to ToIP Mini Summit at OSS - with how to register

- What else?

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ToIP Summit Dublin - Planning

- › Marketing Plan for ToIP Mini-Summit

How do we get Butts in the seats?

How you can help get the word out

- › Invite colleagues and those who might be interested
- › RSVP for the event on LinkedIn:
<https://www.linkedin.com/events/trustoveripsummitatopensourceu6961071813439213568/about/>
- › Engage (like/share/comment) with our announcement post:
https://www.linkedin.com/posts/trust-over-ip-foundation_opensource-openspecifications-digitaltrust-activity-6961071818694701056-rXlr
- › Post your own content using hashtag **#ToIPSummit**
- › Work with your organization to spread the word
 - › *E.g., Avast will be adding the ToIP Summit to its Events page, promoting the event from its official LinkedIn and Twitter accounts, and asking key leaders (Charlie Walton, Drummond Reed) to share from their personal channels*

ToIP Summit Dublin - Planning

- › Event Room Set-up
- › Swag Gift or Beer?
- › Check-in

Action Item Updates

- Editorial Calendar
- Trademark Registration
- Video Content
- Discussion Papers onto LinkedIn
 - Judith has circle back with Alex Metcalf and Neil
- LinkedIn Cover Photo and YouTube Banner - ToIP Tagline
 - How do we wish to proceed in nailing down our Tagline?

Linked In Cover Photo

- What do we want our LinkedIn cover photo to say?



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Open Discussion

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