TRUST Over IP FOUNDATION

Communications Committee

14 October 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 - (3 min)
3. ToIP Summit ReCap (3 min)
4. End of Year - Membership Upgrade Drive (10 min)
5. 2023 - Editorial Calendar and Marketing Communications Plan (30 min)
6. Action Time Updates (3 min)
7. Open Discussion (as time allows)
BLOG Updates

➢ Avast joining ToIP as Steering Committee member- Posted August 29th
➢ BC Gov. BLOG - Posted August 30th

BLOGs Discussion and Approval

BLOGs Ideas

➢ Dublin Recap!!! (coordinated by Drummond Reed)
➢ DIDs Done Right series
➢ eIDAS/EU Digital Wallet Series - #blog-series-eidas - Antti is BACK!
➢ Next In Adoption series
➢ ACDC Progress
➢ Kantera/UK Digital Identity and Attributes Trust Framework/Schellman and ToIP BLOG
➢ 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

- Thanks to Alex for finishing all the updates to the website over the summer.

- We will need a banner for the homepage when the Tech Arch Spec is ready for public review. It will replace the Dublin banner.

- Alex will be adding the YouTube of the EIC conference panel to our Model page.
Dublin Recap

➢ Our HGF Booth looked great. Judith and others hung out there during the breaks and talked to several people.

➢ The turnout for the ToIP Session was disappointing, but the people who attended were some good connection. And just being there brought us recognition.
End of Year - Membership Upgrade Drive

- What can we do to create materials for an end of year Membership Upgrade to promote members moving from contributor to General Membership?
- Discussion and Brainstorming
2023 - Editorial Calendar and Marketing Plan

- What do we want to put in our Communications and Marketing Plan for 2023?
  - Cadence and topics of Blog Posts and Blog Series
  - Video Content

- What one pagers do we want to create?
  - Targeted to what audiences?

- What other communications collateral do we need? If there is a budget involved, what is the budget required to propose to the Budgeting committee?

- What conferences do we want to target?
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
Action Item Updates

➢ Editorial Calendar
➢ Trademark Registration
➢ Video Content
➢ Discussion Papers onto LinkedIn

Judith has circle back with Alex Metcalf and Neil
Open Discussion
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