



TRUST
Over **IP**
FOUNDATION

Communications Committee

04 November 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.

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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 (10min)
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

- 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 fo 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 bannor.
- 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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