



TRUST
Over **IP**
FOUNDATION

Communications Committee

19 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 Activity page (10 min)
4. ToIP Summit Marketing Plan and Hyperledger Global Forum Planning (10min)
5. New Images Needed (3 min)
6. Action Item Updates - aka What's next after ToIP Summit (5 minute)
7. September Meeting Schedule (3 min)
8. Open Discussion (as time allows)

BLOG Updates

- ToIP to be present at two conferences in Dublin, Ireland September 12th-16th, posted August 15th

BLOGs Discussion and Approval

- Avast joining ToIP as Steering Committee member- To be Posted Wednesday, August 24th
- BC Gov. BLOG - Draft to us by August 23

BLOGs Ideas

- Summit BLOG - why to come
- Wenging to speak at OSS
- DIDs Done Right series
- eIDAS/EU Digital Wallet Series - #blog-series-eidas - Antti is BACK!
- Next In Adoption series
- Dublin Recap!!!
- ACDC Progress
- Kanera/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

- LIVE: Speaker Bio Page
- For review and input - Membership pages
- In-progress:
 - Social Media Links into footer (technical issues)
 - Update to Model page (next week)
 - Enhanced Design Principles page (next week)
- Content Needed:
 - GHP History to replace GHP current content - Jim St. Clair and Drummond Read to work on,

ToIP Summit Activity Page

- At Summit, the participants will have a VC that will allow them to log in to a website.
 - Andre is making that website.
 - We need to think about what content we want to have on that website
 - He'll need elements for Branding that Website with our Summit Brand
-
- Also, there is a page that Mike is making to download the app pre-summit, this also will need branding.

Signage Hyperledger Global Forum Community Partner Table

- We have already ordered, stickers, table runner, pull-up banner and SWAG?
- Now we need a couple nice table top signs
 - ToIP Steering Committee and General members with Logos
 - QR code for more information, that takes them where?
- Anything Else for HGF?
- For Summit, we will need several printouts for PUB NIGHT information that people can take pic of for address, etc.
- Anything Else for #ToIPSummit?



ToIP Summit Marketing

❖ Thank you - Thank you - Thank you
Alex!

Social Media Images and suggestions
have been sent to speakers

Social Media suggestions were included
in the All Member Bulletin Wednesday

Social Media suggestion will be send to
All Member List on Monday



Linked In Cover Photo

- What do we want our LinkedIn cover photo to say? Answer: our new tagline
- Get new tagline onto website too?



Join us in delivering policy and technology tools for private, secure, and confident communications at a global scale.

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

September Meetings

Next Meeting: September 2nd

Important for any last minute issues re ToIPSummit, and to plan for September.

September, 16th and September 30th

Judith Traveling, there may be some important BLOGs to get out.

How do you want to handled these meetings?

Cancel, another leader, do work via email only until Oct.

Open Discussion

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