



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.

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Agenda

1. BLOG Updates and Approvals (5 min)
2. Website Update - (3 min)
3. End of Year - Membership Upgrade Drive (1 min)
4. Defining Digital Trust Ecosystems (2 mins)
5. Event participation Discussion (5 min)
6. Video Content Discussion (10 min)
7. 2023 - Editorial Calendar and Marketing Communications Plan (20 min)
8. Action Time Updates (3 min)
9. 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

- **Reference Architecture Public Review announcement (Drummond)**
Architecture Public Review Series - Nov 14th, Nov. 28th and Dec 12th
- **BLOG series on our Design Principles (Wenjing)**
“Blog stream and a tweet stream about each of the principles over seventeen weeks. Maybe there's a little commentary with each one, but it's mostly what's in the design presence. Short commentary on how it is addressed in the stack? Link to the Design Principle document for further reading.”
- HXWG BLOGS ?
- Kantera/UK Digital Identity and Attributes Trust Framework/Schellman and ToIP BLOG (Tabled until TICF decided)
- DIDs Done Right series
- eIDAS/EU Digital Wallet Series - #blog-series-eidas - Antti is BACK!
- Next In Adoption series
- ACDC Progress
- Consent is becoming meaningless (Phil Wolf?)
- **THE LINUX FOUNDATION** - Privacy and Risk from Inputs and Semantics group. (Neil Thompson)
- mobile Driver Lic presentation (TBD in the New Year)
- Michel Plants is working on a blog

Website Updates

- Steering Committee Members were left off the member join page, fix has been requested
- Alex will be adding the YouTube of the EIC conference panel to our Model page.
- We will put a banner on the homepage when the Tech Arch Spec is ready for public review. Wenjing has volunteered to to make the content for the page it links to. This page should include instructions on how to contribute and a link to both GitHub and a downloadable .pdf of the document.

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?
- I put developing material for this on hold until we know if we are going to do the ToIP Interoperability Certification Framework plan, as it will change the messaging. Bryn had offered to help with this content.

Defining Digital Trust Ecosystems

Daniel proofread, and suggested the following:

I see some grammatical issues with the document; e.g., “Defining Digital Trust Ecosystem”. This should be “Defining Digital Trust Ecosystem” or, my preference, “Defining Digital Trust Ecosystems”. It is pervasive and there are other examples of using singular and plural, rather ad-hoc:

- Ecosystem in biology
- Psychologists and “Social Ecosystems”
- Ecosystem in business strategy
- Data ecosystems

Moving to section “6. Trust Ecosystems” – should this not be “6. Digital Trust Ecosystems” – the subject of this white paper?

We then see “From designing ToIP principles to defining Digital Trust Ecosystem”. Again, should this not be “From designing ToIP principles to defining Digital Trust Ecosystems” as there is not one penultimate Digital Trust Ecosystem?

The mechanical issue with the document is that “Title of Document” appears on every page.

Trinh will be fixing and thanked us for the proofreading.

Event Participation Discussion

- EIC and Identiverse call for submission are both open now. Judith will be working on ToIP submission in December, if you have an input connect with Judith.
- What other events do you think we should target a ToIP submission in 2023?
 - Identity Week UK
 - Identity Week US
 - Identity Week APAC
 - Identiverse
 - European Identity and Cloud Conference 2022
 - IIW
- Can someone update the Event Wiki page?
<https://wiki.trustoverip.org/display/HOME/Industry+Events>

Video Content Discussion

Interview Questions for Long format Interview with Steering Committee Members

https://docs.google.com/document/d/1e1z_OD4Qg_xTFYc0Otu9rvG0uVmn_LIMWvPX4a41RRU/edit

Live Stream Interviews for 2023

https://docs.google.com/document/d/1nOG2-tiqI_kiRkKhJV10zi1yit47D9gwQiXNwHVOIs/edit

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?

Action Item Updates

- Editorial Calendar
- Trademark Registration (Filed)
- Video Content
- Special Status Logos for SC and General Member (Alex)

Tabled:

- Discussion Papers onto LinkedIn

Judith has circle back with Alex Metcalf and Neil

New Logo for use by members - Alex Waltz

- 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

Open Discussion

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