2020-10-16 Communications Committee Meeting

Attendees

- David Luchuk
- Drummond Reed
- Alex Walz
- Ajay Madhok
- Charles Walton
- RJ Reiser
- Jim St. Clair
- Kimberly Linson
- Wenjing Chu
- Karl Kneis
- Stuart Vaeth

Agenda Items

2 min	Welcome & Antitrust Policy Notice		
10 mins	Discussion - Communications Strategy	A Walz	
15 mins	Internet Identity Workshop (IIW) - ToIP sessions	D Reed	• Notes
10 mins	Saturn V TIP - blog post	D Luchuk	• Notes
5 mins	Contract - communications products	D Luchuk	• Notes
5 mins	Action Items		

Presentation

- *N/A*

Recording

- ***File***

Notes

Discussion - communications strategy

- Alex Walz provides an update on group session (held Oct 15) to identify objectives, primary audiences and key principles for communicating publicly about trust over IP.
- 8 members of the committee took part in that sessions, which is contributes to on-going work toward a first draft strategy.
- Follow-up session to be called after the Internet Identity Workshop.
- Need identified to simplify messaging around our Foundation's work rather than "going into the technical weeds."
- Opportunity to "own" the concept of digital trust and convey the real-world benefits of the stack for citizens, consumers, businesses.
- Crucial to distinguish Trust over IP from other communities/organizations (e.g. Sovrin)
- Charles Walton suggests there are three tiers to the Trust over IP message:

1. What is digital trust?
2. What is Trust over IP doing with other groups?
3. How do companies for different sectors coverage on the Trust over IP model?

- Discussion focuses on opportunities and requirements for IATA in the travel sector and various companies in health sector to come together at ToIP, acting as a "magnet" for organizations trying to understand how to use verifiable credentials to solve problems.
- Trust over IP as the authoritative voice for digital trust.

Internet Identity Workshop (IIW) - ToIP sessions

- Proposed session For event (Oct 20-22) - ToIP & Digital Trust Ecosystems.
- Ecosystems get people's attention because their demonstrate real-world benefits and adoption on the part of companies.
- Opportunity to reflect the work of ToIP working group with high level of interest and participation.
- Karl Kneis agrees to support the planning and convening of session on Day 1 of event.
- GS1, GLEIF, Lumedic, MasterCard, Stanford U to be featured as examples of ecosystems emerging from ToIP model.

- Several other ToIP members are expected to call sessions over the three days.
- Take-aways from IIW can be a key topic of discussion at upcoming All Member meeting.

Saturn V TIP - blog post

- David Luchuk confirms that revisions to the Saturn V TIP announcement have been completed, with thanks to Kimberly Linson and Wenjing Chu for leading the effort.
- Drummond Reed and Karl Kneis agree to make final revisions so that the announcement can be published by Oct 19.

Contract - Communications Products

- David Luchuk confirms that the ToIP Steering Committee approved the release of funds for the contract (per Statement of Work validated by this committee) to develop new communications products.
- David Luchuk to liaise with Linux Foundation officials to issue contract.

Decisions

- [ ] ToIP & Digital Trust Ecosystem session to be delivered on Day 1 of IIW (Oct 20)

Action items

- [x] Drummond Reed and Karl Kneis to make final revisions to Saturn V TIP blog post.
- [x] David Luchuk to ensure post is published by Oct 19
- [x] David Luchuk to ensure contract is issued for development of communications products.