2020-11-13 Communications Committee Meeting Notes

Date

13 Nov 2020

Attendees

- Drummond Reed
- David Luchuk
- Karl Kneis
- Ajay Madhok
- Daniel Bachenheimer
- Jim St.Clair
- Wenjing Chu
- Kimberly Linson
- Will Groah

Goals

- Decide on next steps on strategy, leadership, and events

Discussion items

Time	Item	Who	Notes
	Antitrust Notice	David Luchuk	
	Communications Strategy	All	• Next meeting **Thursday Nov 19th at 1PM ET**
	Chair/Co-Chair Strategy	All	
	Graphics contract - update on schedule/workplan	David Luchuk	
	Webinar	All	

Recording

- **Link**

Notes

1. A followup comms strategy planning session will be facilitated by Alex Walz next **Thursday Nov 19th at 1PM ET**.
    a. Will be picking up from the summary document out of the last session
    b. Ajay wanted to share a construct from Silicon Valley called a "strategic narrative"
        i. Where we came from
        ii. What has changed
        iii. What are the implications of that change
        iv. We are therefore going into that direction and "would like your company"
        v. A strategic narrative is then used for everything
2. Co-Chairs of the Communications Committee
    a. It would be ideal to have one or more official co-chairs elected by the group
    b. Ajay has volunteered
    c. Will Groah is interested in talking with Dave and Ajay about co-chairing
3. David Luchuk explained that the contract with Peter Stoyko are underway and he is doing interviews with Steering Committee members
    a. Dave would like to encourage all the Communications Committee members who are interested in sharing their vision and ideas with Peter
    b. Dave is happy to set up a meeting for any interested member
    c. Peter will then be bringing groups of people together
    d. Will Groah volunteered to meet with Peter
4. Webinar series
    a. Drummond said that Charlie Walton originally suggested the idea of a webinar series, starting with a set of industry-focused webinars, e.g., "ToIP and Finance", "ToIP and Healthcare", "ToIP and Education", etc.
    b. Ajay suggested that we set up an editorial calendar that includes a planned set of webinars and other marketing events.
    c. Ajay also suggested that we treat it as a "media production" - webinar, podcast, blog post.
    d. Kimberly liked the idea of having a collection of these webinars and other artifacts.
    e. Wenjing likes the comparison to a TV series - and that we can target the "shows" as needed for different audiences.
    f. Drummond very much liked the idea of the editorial calendar becoming the plan for a "season" of the "TV show"
    g. It was agreed that we should aim to begin the editorial calendar and webinar series in January.

Action items

- [ ] Ajay Madhokvolunteered to draft a strategic narrative for the ToIP Foundation to circulate before the next meeting and present at the next meeting