

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	<ul style="list-style-type: none">• 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 Madhok](#) volunteered to draft a strategic narrative for the ToIP Foundation to circulate before the next meeting and present at the next meeting