

# 2021-01-08 Communications Committee Meeting Notes

## Date

January 8, 2021

## Attendees

- [Drummond Reed](#)
- [David Luchuk](#)
- [Dan Gisolfi](#)
- [Ajay Madhok](#)
- [David Lucatch](#)
- [Wenjing Chu](#)
- [RJ Reiser](#)
- [Daniel Bachenheimer](#)
- Fran RiceA
- Kimberly Linson
- Rebecca Davis-Suskind
- [Jim St.Clair](#)
- [Will Groah](#)

## Goals

- Discuss plans for ToIP webinars, strategic planning, guiding questions and revenue model

## Discussion items

Time	Item	Who	Notes
3 min	Welcome & Antitrust Notice	<a href="#">David Luchuk</a>	
10 min	Webinars - Q1 2021	All	Discuss monthly approach
10 min	Communications Strategy - next steps	All	
15 min	Guiding questions - who is our audience, what are our goals?	All	
15 min	Revenue model - next steps	<a href="#">Ajay Madhok</a> <a href="#">Will Groah</a>	
2 min	Rescheduling this meeting so John Jordan (chair) can attend	<a href="#">David Luchuk</a>	John's ideal window is between 1 and 4PM Pacific Time
2 min	Next meeting	<a href="#">David Luchuk</a>	

## Recording

- [Link](#)

## Notes

### 1. Webinars - plan for Q1

- [Jim St.Clair](#) proposes that we have a schedule and prepare a backlog of content
- [Drummond Reed](#) proposed that we establish a monthly schedule and an editorial calendar
- [Ajay Madhok](#) The highest priority is to establish the editorial calendar, and the schedule should follow from that
  - It's okay if we don't start regular webinars until February
  - The highest priority
  - We need to discuss how we develop the ToIP brand
  - We need to focus on the value of the content that will be presented at each webinar
- There was a consensus that the editorial calendar is the highest priority
- [Ajay Madhok](#) pointed out that the webinar can also be a podcast, and that all of them will form a part of an overall storyline
  - This will help develop the editorial calendar
- [David Luchuk](#) said we should get out that prospect to all our WGs
- [Drummond Reed](#) channeled several discussions he had with Charlie Walton about having webinars, blogs, or papers about current market events, such as the current market focus on a travel/health pass as a verifiable credential.
  - Content that we produce for these types of topical events should be fit in alongside (or anticipated by) the editorial calendar
  - There was agreement that we should be producing topical content and building the reputation of the ToIP Foundation as a media source for information and positions on topics related to digital trust and decentralized digital trust infrastructure
- [Dan Gisolfi](#) said that it's important to come up with guidelines around categories and types of acceptable content (so we can avoid vendor pitches)
- Fran Rice asked if there was any particular feedback from the last webinar
  - [David Luchuk](#) said that there wasn't any specific feedback from the December webinar on ToIP and Governments

- The feedback was good, and it inspired at least one ToIP member (Certizen) to do their own conference this month
- One lesson learned was that it would be wise to always schedule a short prep/test webinar session among the participants
- [Karl Kneis](#) noted how important it was to make sure all ToIP members have input, visibility, and opportunity to participate in comms events
- About the editorial calendar, [Drummond Reed](#) asked how it would be developed
  - [Ajay Madhok](#) said that he and [Will Groah](#) and [David Lucatch](#) are meeting mid-next-week to develop an audience profile, story spine, and some examples of suggested content for that calendar

## 2. Communications Strategy - next steps

- [David Luchuk](#) explained that we had two sessions in developing a Comms Strategy document that Alex Walz was facilitating. Do we still want to complete that?
- [Drummond Reed](#) said it was very valuable, and it feels like it's now being handed off to the Communications Committee leadership ([John Jordan](#) as chair and [Ajay Madhok](#), [Will Groah](#), [David Lucatch](#) as vice chairs)
- Charlie Walton then spoke to his concerns about if we are adequately resourced to fully address the size of the market opportunity of ToIP
  - "We have a tiger by the tail"
  - We are already attracting the attention of governments
  - Are we giving enough attention and resources to how we are communicating the story
- [Karl Kneis](#) agreed that we are not resourced properly
  - We do need a strategy document
  - We also need policies and procedures to deal with how comms flow in and out of the Foundation—who can speak to what when
  - This group should be proposing milestones to the Steering Committee
- We talked about "hot topics" in the market
  - [Jim St.Clair](#) pointed out that he agreed with Charlie and [Drummond Reed](#) that the travel/health pass topic is indeed very timely, and we should take advantage of that opportunity, but not let it define the Foundation
- [Ajay Madhok](#) said that understanding the aspirations of the Foundation and Communications Committee members would be good
  - We need a focus on "what we want to be"
- [David Lucatch](#) said that when he tries to take the view of our target audience, they still don't quite understand ToIP
  - We should take advantage of topical news
  - But we need to be very focused and tactical
- [Drummond Reed](#) suggested that it should still be an action item of the Communications Committee to produce a Comms Strategy document in order to frame our other strategy and tactical decisions
  - [David Luchuk](#) agreed and asked for consensus on that action item
  - DECISION: We will complete the Comms Strategy as soon as possible, and to ask the leadership should drive this ASAP.
  - Charlie asked about how quickly this can happen
  - [Drummond Reed](#) suggested the goal should be to fully complete and approve that strategy document in our next biweekly cycle
  - ACTION: Leadership to prepare a draft of the Comms Strategy and completion plan and circulate it for discussion before the next meeting so we can ideally approve it at the next meeting

## 3. Charlie brought up the question of the ToIP Foundation looking at a sustained focus/task force on the topic of the travel/health pass since it is such a hot topic in the market—how should we proceed with this?

- [David Luchuk](#) suggested that it should be a Steering Committee topic starting with next week
- [Drummond Reed](#) agreed
- [Daniel Bachenheimer](#) said that it should also be integrated with the Comms strategy
- ACTION: [David Luchuk](#) to add this to the agenda of the SC meeting next week

## 4. Timing of next meeting

- ACTION: [David Luchuk](#) to use email/Slack to figure out a new meeting time in John's window of 1-4PM PT

## Action items

- Editorial Calendar to be developed for committee review
- Communications Strategy to be completed - target Jan 19, 2021
- Steering Committee to consider (Jan 2021) focus on Travel/Health Pass
- New meeting schedule to be set - window: 1-4pm PT