



Proactive International PR  
Vivienne House  
Racecourse Road  
Southwell  
Nottinghamshire  
NG25 0TX UK

Tel: +44 1636 812152  
Web: [www.proactive-pr.com](http://www.proactive-pr.com)  
Email: [hello@proactive-pr.com](mailto:hello@proactive-pr.com)

## Memorandum of agreement

This is an agreement made between the agency Proactive International PR Limited of Southwell, Nottingham, UK and TTC (Telecommunication Technology Committee), Japan, acting as EU partners on behalf of the oneM2M Global Partnership, in relation to the development and execution of a public relations strategy. The PR campaign is based on a twelve-month program, commencing 1 January 2016 through to 31 December 2016.

### 1.0 Agency Responsibilities

- 1.1 All management team and executive time involved in running the entire programme
- 1.2 The suggestion, research, writing and or editing of up to a maximum of ten news releases during the programme period. Topics to be discussed with oneM2M on an ongoing basis.
- 1.3 Distribution and monitoring the ten news releases, including the use of the Proactive PR technology wire service. Costs included in the fee are for English language only versions.
- 1.4 Media outreach on the back of each news release to gain relevant press and analyst interviews promoting awareness and education of oneM2M
- 1.5 Act as oneM2M Press Office, handling media and analyst enquiries
- 1.6 Ongoing development, management and expansion of an exclusive oneM2M media and analyst database, including all international territories as appropriate. This must also include English speaking contacts willing to publish content within Asia and Far East.
- 1.7 Advice on and or developing new vertical and geographical media lists as required by oneM2M.
- 1.8 Guidance on oneM2M social media channels, to include Twitter and LinkedIn as appropriate
- 1.9 Proactively searching for, securing and promoting successful speaker opportunities and contras at regional / global conferences and exhibitions as appropriate
- 1.10 Targeted media outreach to gain promotion of each event attended by oneM2M or its member representative
- 1.11 Running a forward features programme to develop interview and article opportunities
- 1.12 The research, identification, editing and or writing of up to three thought leadership articles if required by oneM2M



Proactive International PR  
Vivienne House  
Racecourse Road  
Southwell  
Nottinghamshire  
NG25 0TX UK

Tel: +44 1636 812152  
Web: [www.proactive-pr.com](http://www.proactive-pr.com)  
Email: [hello@proactive-pr.com](mailto:hello@proactive-pr.com)

- 1.13 Promoting the series of oneM2M webinars, looking for engagement from press and analysts to attend the webinars and gain coverage and social media exposure on the content. This includes assistance in approaching oneM2M members to host.
- 1.14 Working with member companies to encourage and promote their involvement in oneM2M
- 1.15 Aid in the promotion of new members joining oneM2M
- 1.16 Assistance with research and or writing quotes and endorsements from member companies about the value of being a part of oneM2M
- 1.17 Look for industry award categories or judging panel opportunities that are a good fit for oneM2M
- 1.18 Organising and attending a weekly teleconference meeting to discuss progress and work priorities
- 1.19 Monthly coverage tracking and reporting including URL links as required.
- 1.20 Keeping a weekly activity and actions status tracker up to date and sharing it with oneM2M. This can be distributed internally within oneM2M at its own discretion.
- 1.21 The agency will conduct a six and twelve month review of PR activity and achievements and will create a stat report to be shared with the board.

## 2.0 Payment and Termination of Contract

The agency will be contracted from 1 January 2016 until 31 December 2016. Based on the twelve-month project, the sum payable will be £2,310 + VAT per month\* and invoiced to the client accounts department at the end of each month up until 31 December 2016.

This includes all account management time, account administration time, research, media liaison, telephone, e-mail and fax work, online editorial delivery and monitoring and conventional press coverage monitoring.

Payment terms are strictly 30 days net. The agency reserves the right to charge interest at 5% over base rate per month for all overdue balances.

\*The only exceptional cost which may occur would be travel to meetings and events, subsistence and accommodation but all such costs would be agreed with oneM2M beforehand.



Proactive International PR  
Vivienne House  
Racecourse Road  
Southwell  
Nottinghamshire  
NG25 0TX UK

Tel: +44 1636 812152  
Web: [www.proactive-pr.com](http://www.proactive-pr.com)  
Email: [hello@proactive-pr.com](mailto:hello@proactive-pr.com)

**Divisibility Clause:**

This contract is divisible. Each delivery made hereunder shall be deemed to arise from a separate contract and shall be invoiced separately; any invoice for a delivery shall be payable in full in accordance with the terms of payment provided for herein, without reference to and notwithstanding any defect of default in delivery of any other instalment.

Dated

3<sup>rd</sup> December 2015

Signed

Dated

.....

Signed

.....

The agency

Brian Dolby  
Founder and CEO  
For and on behalf of  
Proactive International PR

The client

Yukio YAMANAKA,  
Director General Inter-Industry Innovation  
Center (13C)  
The Telecommunication Technology  
Committee (TTC)  
Shiba Kouen Denki Building  
1-1-12, Shiba Kouen,  
Minato – ku  
Tokyo 105-0011,  
Japan  
for TTC  
on behalf of  
oneM2M Global Partnership