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|  MINUTES |
| Meeting: | MARCOM 76 |
| Chair: | Patrick Van de Wille, InterDigital, Patrick.VandeWille@InterDigital.com |
| Regional Vice Chair for EMEA | Chris Meering, HPE, chris.meering@hpe.com  |
| Secretary: | Bindoo Srivastava, TSDSI bindoo@tsdsi.orgEstelle Mancini, ETSI Estelle.mancini@etsi.org  |
| Meeting Date: | 1 August 2018 11:00 to 12:10 UTC |
| Meeting Details: | Gotomeeting: <https://global.gotomeeting.com/join/111378365> |
| Intended purpose ofdocument: | [ ]  Decision[x]  Discussion[ ]  Information[ ]  Other <specify> |
| Template Version:23 February 2015 (Do not modify) |

oneM2M Notice

The document to which this cover statement is attached is submitted to oneM2M. Participation in, or attendance at, any activity of oneM2M, constitutes acceptance of and agreement to be bound by terms of the Working Procedures and the Partnership Agreement, including the Intellectual Property Rights (IPR) Principles Governing oneM2M Work found in Annex 1 of the Partnership Agreement.

1. Opening of the meeting
	1. Welcome

 Patrick Van de Wille, MARCOM Chair, opened the meeting and welcomed the participants.

1. Review and Agree Agenda

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| [MARCOM-2018-0024](http://member.onem2m.org/Application/documentApp/documentinfo/?documentId=27591&fromList=Y) | [Agenda for MARCOM76](http://member.onem2m.org/Application/documentApp/documentinfo/?documentId=27591&fromList=Y) | Chris Meering |

[MARCOM-2018-0024](http://member.onem2m.org/Application/documentApp/documentinfo/?documentId=27591&fromList=Y) **was AGREED**.

1. Committee Officers
* Patrick Van de Wille, Chief Communications Officer at InterDigital, started his term as Marcom Chair on May 1, 2018.
* Chris Meering, of HPE, will be vacating the post of Regional Vice-chair for Europe on September 2018.
* Regional Vice Chair for APAC is still being sought.
* A new term for the Regional Vice Chair for EMEA is likely to be open in August. If anyone is interested in taking up the position, please let Patrick know.

**Patrick informed the participants that Chris will be leaving the post of the Regional Vice Chair for Europe in September and there is a vacancy for Regional Vice Chair for Europe and Regional Vice Chair for Asia.**

1. Core Materials / Release 3 Update
* Patrick to provide update following Steering Committee meeting?
1. Ongoing PR Activities
	1. Industry Days
	* The next Industry Day will be held on Friday, September 14 at the COEX Convention Center #402, in Seoul, Korea, to coincide with IoT Week in Korea.
	1. White Papers
	* An updated version of the Smart Cities white paper is currently in approvals and is likely to be finalised by the end of the month.
	* A white paper is currently being drafted with the IIC, which addresses the security architecture of Industrial IoT. It is likely to be finalised by Q3/Q4 of this year.
	1. Webinars
	* The Deutsche Telekom and Orange webinar on the Smart Device Template is close to being confirmed, with liaison ongoing to confirm a date for the webinar in August.
	* A date for the Protocols webinar is needed.
	* A webinar on Release 3 to include a general update on oneM2M will take place after Release 3 is published in September.
	1. Press Releases
	* A news release announcing new members has been drafted and will be circulated for approval shortly following approval from the member companies listed in the release.
	* A news release to promote the Industry Day in September will be drafted when more information becomes available. Peter will provide more information once the agenda has been finalised.
	* A news release on Release 3 will be drafted for release in Q3. The key messaging is currently being agreed and any information on new capabilities and the differences between Release 2/3 would be appreciated.
	1. Media and Analyst Outreach
	* Chris Meering’s and Hans Werner Bitzer’s by-line “Interoperability is key to boosting Industry 4.0” has been published by IoT Agenda.
	* oneM2M provided a comment on IIoT protocols and data management for IoT agenda. Awaiting headshot from Peter Niblett.
	* A blog on Digital Twins will be drafted soon.
	* The regular blogging opportunity with IoT Agenda is ongoing, if anyone has any topics they would like to see featured, please let us know.
	* IoT-Inc is interested in doing a podcast with oneM2M. Proactive PR is currently following up to arrange this.
	1. Recent Media Coverage
* IoT Agenda *- “Interoperability is key to boosting Industry 4.0” -* <https://internetofthingsagenda.techtarget.com/blog/IoT-Agenda/Interoperability-is-key-to-boosting-Industry-40>
* IoT Tech News *– “LG CNS announces CityHub platform for smart city management” –* <https://www.iottechnews.com/news/2018/jul/05/lg-cns-cityhub-platform-smart-city-management/>
	1. Social Media
* Proactive PR is continuing to draft weekly Twitter schedules to increase content on the oneM2M Twitter page.
1. Events
	1. Upcoming slots
* Alan Carlton, of InterDigital, will take part in an IoT Workshop held by the Max Planck Institute for Innovation and Competition Research in Munich, Germany in October.
	1. Slots available
	+ oneM2M has a slot on the panel *“Interoperable IoT: Benefits, Challenges, and Lesson Learned”* at IoT Solutions World Congress, October 16-18, 2018. A participant to fill the slot is still being sought.
	+ oneM2M has been offered a speaking slot at Smart Home Tech Expo 2019. Proactive PR will share the details with the Marcom Committee once they have been confirmed.

**Slot on the panel *“Interoperable IoT: Benefits, Challenges, and Lesson Learned”* at IoT Solutions World Congress, October 16-18, 2018 has been filled.**

**ACTION: A-MARCOM#76-0001:** **Smart Home Tech Expo 2019 will be taking place in Birmingham, UK. Speaking slot is available at Smart Home Tech Expo 2019. Proactive PR will share the details with the Marcom Committee.**

* 1. Mobile World Congress Americas / IoT Solutions World Congress / Mobile World Congress
	+ Are any members attending Mobile World Congress Americas 2018? If so, please share your plans for the show. We would like to do a news release / media outreach which showcases oneM2M’s presence through its members.
	+ Are there any members attending IoT Solutions World Congress? If so, please share your plans for the show. We would like to do a news release / media outreach which showcases oneM2M’s presence through its members.
	+ Are any members planning to attend Mobile World Congress 2019? Again, we would like to promote oneM2M’s presence through its members, if possible.
	+ Please also let us know if there are any other events you are speaking at / exhibiting where you are happy to speak about oneM2M.

**Other Points**

All MARCOM calls to be recorded as agreed on April MARCOM call.

1. **Next Meeting**
* Next Marcom teleconference: Wednesday, September 5th.
1. Any other business

Patrick presented a presentation on “Integrated Partner Marketing and Communications Program” which he presented to the Steering Committee

Hiroshi Hamano presented a summary report from INTEROP TOKYO Seminar Session held in Japan.
2. Closure of meeting

Patrick thanked the participants and closed the meeting.

1. Annex I Participants’ List

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