

## Memorandum of agreement

This is an agreement made between the agency Proactive International PR Limited of Newark, Nottinghamshire, UK, and TTC (Telecommunication Technology Committee), Japan, acting as a partner 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 2018 through to 31 December 2018.

### 1.0 Agency Responsibilities

- 1.1 The research, writing and/or editing of up to a maximum of 20 news releases during the programme period. Topics to be discussed with oneM2M on an ongoing basis.
- 1.2 Distribution and monitoring of the 20 news releases, including the use of the Proactive PR technology wire service. Costs included in the fee are for English language only versions.
- 1.3 Media outreach on the back of each news release to gain relevant press and analyst interviews promoting awareness and education of oneM2M.
- 1.4 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.
- 1.5 Advice on and development of new vertical and geographical media lists, as required by oneM2M.
- 1.6 Developing weekly schedules for Twitter and providing guidance on other oneM2M social media channels.
- 1.7 Proactively searching for, securing and promoting successful speaker opportunities and contras at regional / global conferences and exhibitions as appropriate.
- 1.8 The drafting and issuing of up to 12 Media Alerts as part of targeted media outreach to gain promotion of each event attended by oneM2M or its member representative.
- 1.9 Running a forward features programme to develop interview and article opportunities.
- 1.10 The research, identification, editing and or writing of up to four thought leadership articles.
- 1.11 The promotion of up to four oneM2M webinars to encourage 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.
- 1.12 Working with member companies to encourage and promote their involvement in oneM2M.
- 1.13 The research, drafting and editing of up to two case studies showcasing deployments involving oneM2M members.



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- 1.14 Aid in the promotion of new members joining oneM2M.
- 1.15 Assistance with research and or writing quotes and endorsements from member companies about the value of being a part of oneM2M.
- 1.16 Organising and attending a weekly teleconference meeting to discuss progress and work priorities.
- 1.17 Look for industry award categories or judging panel opportunities that are a good fit for oneM2M.
- 1.18 Monthly coverage tracking and reporting, including URL links as required.
- 1.19 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.
- 1.20 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.
- 1.21 Act as oneM2M Press Office, handling media and analyst enquiries.
- 1.22 All management and executive time involved in running the entire programme.

## **2.0 Payment and Termination of Contract**

The agency will be contracted from 1 January 2018 until 31 December 2018. Based on the twelve-month project, the sum payable will be £3,450 + VAT per month and invoiced to the client accounts department at the end of each month up until 31 December 2018.

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.

### **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

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12.01.2018



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Signed

A handwritten signature in black ink, appearing to read 'BD', with a horizontal line underneath.

The agency

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

Signed

The client

Hiroshi HAMANO  
Director General Inter-Industry Innovation  
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The Telecommunication Technology Committee (TTC)  
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for TTC on behalf of oneM2M Global Partnership