



oneM2M and Proactive PR meeting

Next steps

July 24 2019

Next steps:

- Create a consistent timeline of press releases, averaging on 1-2 press release distributions per-month.
- Identify two-to-four themes/events which we can distribute news releases around for the remainder of this year, for example:
 - *Technical awards presented at TP41*
 - *Release 4 – what’s going to be in it*
 - *oneM2M’s potential nomination in India’s 100 smart cities project*
 - *oneM2M showcase at ETSI IoT Week*
 - *IoT Solutions World Congress*
- Updates on specifications, work areas and development within oneM2M.
- Highlight interesting oneM2M stories and news.
- Outline industry alliances and key partnerships with leading organisations.
- Identify key verticals to target and increase oneM2M’s presence in sector-focused publications.
- Identify a bank of spokespeople who would be ready and willing to accommodate journalist and analyst interview opportunities that news releases often secure.

Next steps:

- Take a less is more approach and identify a top 10-15 list of events agreed ahead of the year beginning. (Discussion with the TP can take place to identify these.)
- To have a bank of speakers who are available to discuss IoT focused topics / commit to certain events each year.
- Continue to build on and expand relationships with key events.
- oneM2M to share details of events including Technical Plenaries, Industry Days, Interop events and the ETSI IoT showcase.
- Locate a budget for journalists and analysts to attend oneM2M-organised events.
- Secure funding to help towards speakers' travel costs to encourage them to attend events on behalf of oneM2M.

Upcoming speaking slots



Event name	Date	Location	Topic	Audience	Reach	Level
Internet of Things Asia	September 10-12,	Marina Bay Sands Singapore	IoT, Data, AI, Blockchain, Smart Cities.	Tech leaders across Asia	Asia	2
Industry of Things World 2019	September, 16-17, 2019	Berlin, Germany	IoT, Industry 4.0, digital transformation.	High-level, cross-industry executives	Europe	2
IoT Innovation Conclave	September 18	Bengaluru	Innovation in IoT	Government officials, technical, high-level	Asia	2
IoT Security Summit	October 31-Nov 1	Alanta, Georgia	IoT, security, securing data, Blockchain, edge-computing.	High-level executives across a range of industry sectors.	Global	1
Smart Cities Summit	October 31-November 1,	Sheraton Atlanta, GA	Smart Cities, IoT, data	Event for government and technology decision-makers mapping America's smart cities.	America	1
Industrial IoT World	October 31-November 1,	Sheraton Atlanta, GA	IIoT, IoT, Industry 4.0, digital transformation, emerging tech.	IoT professionals from a range of industry verticals.	Global	2
Smart Home Summit	November 18-20	San Francisco, US	Smart home, smart lighting, consumer tech, AI.	Cross-departmental IoT decision-making teams, across: government/public infrastructure, manufacturing, energy, buildings, transportation, & electronics (OEM's), as well as other BtoB IoT segments	Global	1

Thought leadership pieces



Next steps:

- Identify four relevant and hot topics in the industry which we can target for Q3/Q4 2019 (e.g. security, industrial IoT, agriculture, smart home).
- Maximise presentations/speaking proposals by generating thought leadership news releases.
- Research industry-wide and vertical focused challenges.
- Pin-point topics for white papers and webinars to generate more thought leadership content.
- Potential webinars in the pipeline include:
 - *How can oneM2M be deployed*
 - *How does oneM2M work with other entities such as FIWARE, Microsoft*
 - *The benefits of building solutions based on a standard*
- Members to share their presentation slides when speaking at industry events on behalf of oneM2M.
- Outline partners which oneM2M could coordinate a webinar with, including possible sponsored opportunities.

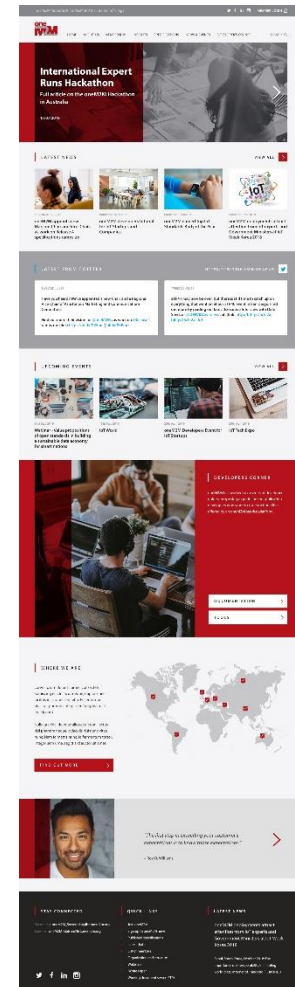


Website revamping

Sub text

Website revamping project - status

- First Kick-off meeting held to identify major change to allow first cost estimation for budget forecast
- First generic specifications finalized
- First meeting with agency held and first quotation received : 29,500 Euros



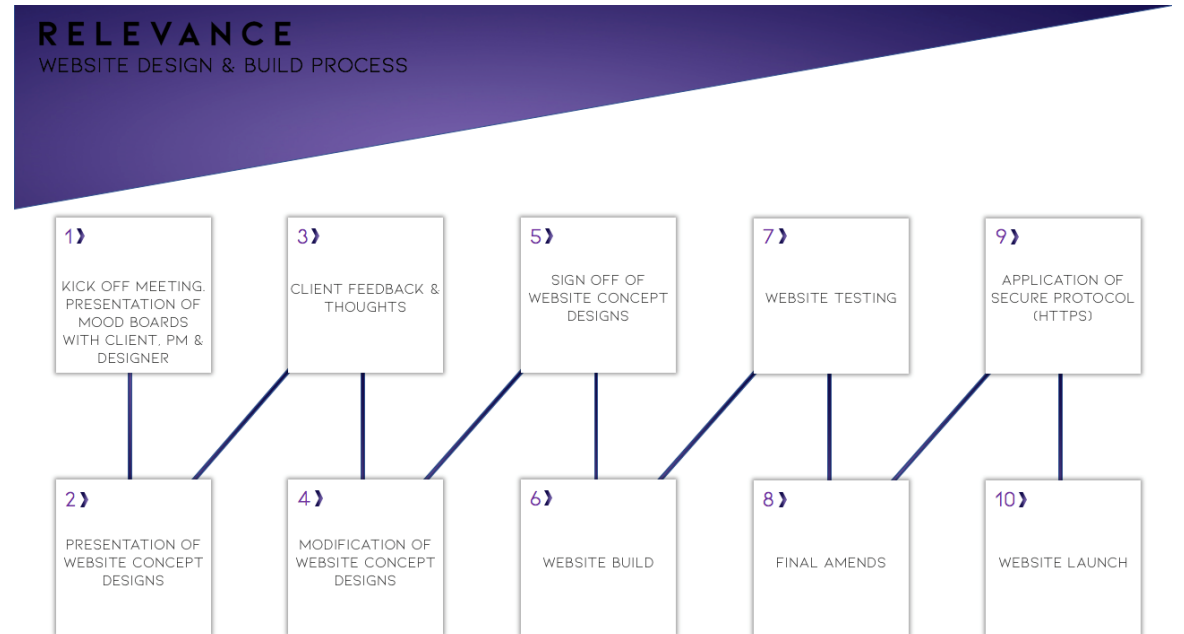
Website agency : Relevance



- Relevance is a full-service digital marketing agency with offices in Monaco, London, and development studio in Warsaw
- Relevance has produced several websites for ETSI, the initial migration to Joomla, and now the redesign. Relevance also built the 3GPP.ORG website in Joomla and has now close to completing the Indico website in Joomla.
- As an English native agency all documentation and communication will be conducted in English. All client project managers are English and the development project manager speaks fluent English.

Project timeline

- Planning - July, August
- Prototyping - July, August
- SEO - August
- Design - August
- Build - September, November, December
- Testing - December, January
- Launch - January 15th





Branding refreshing

Sub text

Branding refreshing project proposal

- Target is to enhance look & feel of oneM2M branding
 - Logo will not be changed but a tagline will be added
 - Only the secondary colours will be changed in order to allows the new website and future COM collaterals to be perceived more modern and trendy

