



# **oneM2M REGIONAL MARCOM VICE CHAIR - ROLE**

Nadja Rachow

oneM2M Marcom Chair

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## ROLE PURPOSE:

Enhance and increase oneM2M's visibility, brand awareness and reputation towards external stakeholders by all means and namely media, press relations, content development and conferences in the region:

- Promote oneM2M activities via all regional relevant channels (online, social media, newsletter etc.) including translation
- Identify & develop content (including news, articles etc.) from/in the region
- Identify speaker opportunities and support events organization (conferences, Plugtest, webinars) in the region
- Support agenda preparation and discuss progress and work priorities with the Chair and the other Vice Chairs
- Attending monthly oneM2M Marcom meeting
- Represent one Marcom Chair role during his absence in Meetings (Marcom meeting, SC, SSC, TP)

*Anyone who is a member or partner in oneM2M may apply for this position. The oneM2M secretariat is managing the applications and its election process.*