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| MINUTES | |
| Meeting: | Marcom 112 |
| Chair: | Chair: Bindoo Srivastava, TSDSI – [bindoo@tsdsi.in](mailto:bindoo@tsdsi.in)  Vice-Chair: Aurindam Bhattacharya - [aurindam@cdot.in](mailto:aurindam@cdot.in) |
| Secretary: | Akash Malik, TSDSI – [akash@tsdsi.in](mailto:akash@tsdsi.in) |
| Meeting Date: | 2021-11-24 |
| Meeting Details: | Web Conference – 12:00 to 13:30 UTC  [**https://meet.goto.com/404056213**](https://meet.goto.com/404056213)  Access Code – 404-056-213 |
| Intended purpose of  document: | Decision  Discussion  Information  Other <specify> |
| 'Template Version: January 2020 (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

Chair opened the meeting and welcomed the participants.

* 1. Objectives
     1. oneM2M Conference (1-2 Dec 2022 – 1600-1800 KST /Hybrid mode)
     2. oneM2M Hackathon – update on progress and plan for announcement of winners
     3. LinkedIn engagement w.r.t. website traffic viz. sponsored campaigns
     4. Feedback on MARCOM activities done so far and suggestions for next year
     5. Update on Developer Resources videos/tutorial series
     6. Updates from PPR
     7. Events & Speaking opportunities and Marcom Updates
     8. Any other Business
* Proposal to prepone Marcom 113 to 15th December
  + 1. Review of Open Action Items
  1. Schedule

Thursday, 24th Nov 2022

1. **Review & Approval of Agenda**

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| [MARCOM-2022-0035R02](https://member.onem2m.org/Application/documentApp/documentinfo/?documentId=35336&fromList=Y) | [Marcom 112 Agenda](https://member.onem2m.org/Application/documentApp/documentinfo/?documentId=35336&fromList=Y) | Marcom Chair | 2022-11-24 |

was AGREED

1. **Review & Approval of Previous Minutes**

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| [MARCOM-2022-0031](https://member.onem2m.org/Application/documentApp/documentinfo/?documentId=35128&fromList=Y) | [Marcom 110 Minutes](https://member.onem2m.org/Application/documentApp/documentinfo/?documentId=35128&fromList=Y) | Akash, TSDSI | 2022-11-25 |

Was agreed by correspondence

1. **Contributions**
   1. **oneM2M Conference (1-2 Dec 2022 – 1600-1800 KST /Hybrid mode)**

Chair briefed about the status update of conference. The announcement is uploaded on oneM2M, TSDSI website as well as circulated in the relevant mailing groups. PR Proactive suggested to make an attractive landing page to bring in more audience. They will also do a sponsored linkedIn campaign on the conference.

Further, chair briefed about the conference schedule and agenda.

* 1. **oneM2M Hackathon – update on progress and plan for announcement of winners**

Chair briefed about the participation in the hackathon. The event will conclude with an awards Ceremony on 28th November immediately after TP 57 opening plenary.

**Action Marcom112#1: Obtain feedback on experience from last 2 hackathons.**

**Action Marcom112#2: Approach TDE team to discuss if hackathon needs to be made a repetitive feature.**

**Action Marcom112#3: Analyse India based multi-city hackathons and international hackathons and come back with suggestions.**

* 1. **LinkedIn engagement w.r.t. website traffic viz. sponsored campaigns**

PR Proactive presented the report of the second sponsored campaign. It was suggested to look at running features through regional media houses and posting region-specific content on website.

**Action Marcom112#4**: **Identify specific countries and regions expressing interest in oneM2M and tap them region wise.**

**Action Marcom112#5: Draft content for PR on Release 4**

* 1. **Feedback on MARCOM activities done so far and suggestions for next year**

Chair requested members to send their feedback on the activities for this year and suggestions for the next year.

* 1. **Update on Developer Resources videos/tutorial series**

The remaining videos will be completed and uploaded by Q1 of 2023. The PR campaign will be deferred to next year.

* 1. **Updates from PPR**

Proactive PR briefed about the secured editorial opportunities.

**Action Marcom112#6: Follow-up with PPR about CommsToday Australia Australia Opportunity and IoT Feature.**

* 1. **Events & Speaking opportunities and Marcom Updates**

Chair briefed about the secured and upcoming available speaking opportunities as well as Marcom updates.

**Action Marcom112#7: Chair to work with Michael to create news article on TTA IoT week and 10th anniversary celebrations in Korea.**

* 1. **Review of Open Action Items**

Action Items were reviewed

* 1. **Any other Business**

It was agreed to prepone the Marcom 113 to 15th December.

1. **Review of open Action Items Status**

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| **Action MARCOM 105 #07** | Bindoo/Aurindam to share references to specific excerpts from webinar/event recordings so that these can be quoted to publicise oneM2M, instead of referencing the full recording.  TBD |
| **Action MARCOM106 #01** | Enrico - Chair SC61 has advised to carry out an introspection on reasons for attrition of old members and disengagement of some erstwhile active contributors in recent years. And to engage with adopters of oneM2M. |
| **Action MARCOM106 #02** | Aurindam has suggested to engage the consulting community as they wield considerable influence over solutions for Smart Cities  Invite them to the oneM2M Conference?. |
| **Action MARCOM106 #10** | Correlate no. of specification downloads with geographies and any trigger events (Aurindam /Sabine). |
| **Action MARCOM 108#01** | Chair to join discussion scheduled between Rana and Ken to obtain full details of the approval. |
| **Action MARCOM 108#02:** | Chair to check with Roland and Enrico for releasing PR on ITU-T SG20 approval of Release 2 - ITU-T SG20 approval of oneM2M REl 2A: keep watch and discuss with Roland/Enrico on MARCOM strategy for oneM2M-ITU |
| **Action MARCOM 108#08** | Chair to consolidate the findings and final recommendations from the adhoc sessions |
| **Action MARCOM 108#09** | Finalize the conference session topics by email circulation |

1. **Any other business**
2. **Planning for next Meetings**
   1. **Face to Face Meetings**

* No F2F meetings
  1. **Next Conference Calls**
* ~~Marcom 104 – 24~~~~th~~ ~~March 2022~~
* ~~Marcom 105 – 21~~~~st~~ ~~April 2022~~
* ~~Marcom 106 – 26~~~~th~~ ~~May 2022~~
* ~~Marcom 107 – 30~~~~th~~ ~~June 2022~~
* ~~Marcom 108 – 28~~~~th~~ ~~July 2022~~
* ~~Marcom 109 – 25~~~~th~~ ~~August 2022~~
* ~~Marcom 110 – 22~~~~nd~~ ~~September 2022~~
* ~~Marcom 111 – 27~~~~th~~ ~~October 2022~~
* ~~Marcom 112 – 24~~~~th~~ ~~November 2022~~
* Marcom 113 – 15th December 2022

1. **Closure of meeting**

The Chair thanked the participants and closed the meeting.

Annex 1 Participants list Marcom 112

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| First Name | Last Name | E-mail Address |
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