|  |  |
| --- | --- |
| MINUTES | |
| Meeting: | Marcom 124 |
| Chair: | Chair: Bindoo Srivastava, TSDSI – [bindoo@tsdsi.in](mailto:bindoo@tsdsi.in)  Vice-Chair: |
| Secretary: | Akash Malik, TSDSI – [akash@tsdsi.in](mailto:akash@tsdsi.in) |
| Meeting Date: | 2023-02-08 |
| Meeting Details: | Web Conference – 12:00 to 13:30 UTC  <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. Release of oneM2M Brochure
     2. Draft announcement on exit of ATIS from the project
     3. Discussion on Marcom budget for CY’2024
     4. PPR Engagement for CY’24
     5. Vacant leadership positions
     6. Marcom Updates
     7. Status Review of open items and discussion on action plans
     8. MARCOM Strategy for next year – Organization Goals -> MARCOM Goals
        1. Comms Strategy (around the pillars of Maturity, Relevance, Forward thinking)
        2. Marketing Strategy – new regions? /Positioning of oneM2M w.r.t Matter and other such frameworks?
  2. Schedule

Thursday, 08th February 2023

1. **Review & Approval of Agenda**

|  |  |  |  |
| --- | --- | --- | --- |
| [MARCOM-2024-0001R01](https://member.onem2m.org/Application/documentApp/documentinfo/?documentId=36578&fromList=Y) | [Marcom 124 Agenda](https://member.onem2m.org/Application/documentApp/documentinfo/?documentId=36578&fromList=Y) | Marcom Chair | 2023-02-08 |

was AGREED

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

|  |  |  |  |
| --- | --- | --- | --- |
| [MARCOM-2023-0054](https://member.onem2m.org/Application/documentApp/documentinfo/?documentId=36506&fromList=Y) | [Marcom 123 Minutes](https://member.onem2m.org/Application/documentApp/documentinfo/?documentId=36506&fromList=Y) | Akash, TSDSI | 2023-12-22 |

Was agreed by correspondence.

1. **Contributions**
   1. Release of oneM2M Brochure

Chair informed that the final approved oneM2M brochure was shared with the website administrator for publishing on website. Once uploaded, the link and pdf file will be shared with the Marcom community for their information and further use.

Chair thanked the Marcom team, Ken, Karen and all the oneM2M experts for their invaluable contributions which led to the finalization of the new oneM2M brochure.

* 1. Draft announcement on exit of ATIS from the project

In view of ATIS’s departure from oneM2M, it was decided that Marcom will create a small announcement for the same. However, due to the partner’s reluctance in making announcements, the announcement was deferred.

It was also discussed that the references of ATIS partnership with oneM2M on website, templates, copyright notices, brochure presentations material, etc. must be updated after their departure.

Action MARCOM 124 #1: References of ATIS partnership with oneM2M on website, templates presentations material, etc. must be updated after their departure.

* 1. **Discussion on Marcom budget for CY’2024**

Chair informed that the ATIS’s departure from oneM2M project will have implications on the finances of the project. Due to this, the Marcom budget for CY24 will be readjusted.

However, it was clarified that there will be no effect on the oneM2M engagement with Ken. The website updates and collateral activities may be deferred due to changes in the budget.

Chair will be working with the finance committee to readjust Marcom budget.

Action MARCOM 124 #2: Chair to share the new marcom budget after working with the finance committee.

* 1. **PPR Engagement for CY’24**

Chair informed that the Proactive PR team won’t be able to continue with their engagement with oneM2M. However, they have agreed to provide their services on ‘A la Carte’ basis. Post finalization of Marcom budget by FC, the quotation from PR Proactive will be analysed.

Chair also informed that PR Proactive have agreed to carry over the deliverables which were not completed in CY23 at no additional cost. However, these services must be utilized by Q1 of CY24.

Ken suggested to run sponsored campaigns for the upcoming executive interviews.

Chair agreed to work it out with PR Proactive team.

Action MARCOM 124 #3: Chair to work with Ken and PPR Team to utilise the carried forward scope in the form of sponsored campaigns.

* 1. **Vacant leadership positions**

The term of current chair is ending in Feb-Mar’24. Chair also informed about the vacant vice-chair positions. Chair reminded members to volunteer for the Vice-Chair positions from each region.

* 1. **Marcom Updates**

Chair presented the summary of marcom activities from CY23. It was informed that the oneM2M tutorial on Jupyter notebook is gaining traction and hoped to have more videos release this year.

Chair informed that she is in` talks with her counterpart in Malaysia to explore possibility of having a TP meeting there in Sept’24.

* 1. **Status Review of open items and discussion on action plans**

The open action items as mentioned in clause 5 were reviewed.

Action MARCOM 124 #4: Chair to talk offline with Ken on Xavier’s concern regarding oneM2M’s repositioning

* 1. **MARCOM Strategy for next year – Organization Goals -> MARCOM Goals**

Chair presented the proposed Marcom strategy for CY24. The overall oneM2M membership is declining gradually. partners and wondered how Marcom can address this. Chair offered to take this to Steering Committee for feedback and suggestions on how Marcom can help overcome this challenge.

It was also noted that the new oneM2M icons are being used by the oneM2M community and basis feedback, Marcom will engage with designers to refine them and make them more inclusive.

* 1. **Any Other Item**

Action MARCOM 124 #5: TSDSI to explore possibility of exhibiting during the WTSA meeting being hosted in India in October 2024.

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

|  |  |
| --- | --- |
| **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 MARCOM 108 #08** | Chair to consolidate the findings and final recommendations from the adhoc one-on-one oneM2M Stakeholder sessions |
| **Action MARCOM 112 #3** | Analyse India based multi-city hackathons and international hackathons and come back with suggestions. |
| **Action MARCOM 112 #4** | Identify specific countries and regions expressing interest in oneM2M and tap them region wise. |
| **Action MARCOM 116 #04** | Explore reflecting/conveying/amplifying message of depth of oneM2M through a whitepaper, executive interviews etc.  In Progress |
| **Action MARCOM 117 #06** | Karen to arrange link to a page on website that gives links to all resources. Link = <https://www.onem2m.org/home/working-documents>  One-liner for each resource required to be published |
| **~~Action MARCOM 118#A6~~** | ~~Explore possibility of conducting webinar with Aetheros to showcase oneM2M based deployment in utilities.~~ |
| **~~Action MARCOM 118#A8~~** | ~~Add a few more keywords to the yearbook and send to Roland for review.~~ |
| **~~Action MARCOM 118 #02~~** | ~~Reach out to Rana to check for her availability for quick chat with~~ [~~Security Boulevard~~](https://securityboulevard.com/about/)~~.~~  ~~Rana to talk to them in week of 14/15 jul?~~  ~~JK – Follow-up with Rana and PPR.~~ |
| **~~Action MARCOM 118#A10~~** | ~~Chair will circulate the bulletin for review.~~ |
| **Action MARCOM 118#11** | Ken suggested to add an introductory content on the webpage to describe the links. |
| **~~Action MARCOM 118 #12~~** | ~~Update information w.r.t. TSDSI in yearbook.~~  ~~20230602: updates on the yearbook to be discussed between Karen -Roland and Bindoo?~~ |
| **Action MARCOM119#05** | Explore a webinar and/or executive interview between ETSI-TSDSI-oneM2M on MEC |
| **Action MARCOM119#06** | PR Team/Ken to refer Section 9 of TR on AI enablement to oneM2M: conclusions of the TR to draft the promotion content – to be deferred |
| **~~Action MARCOM 120#A4~~** | ~~PR team to investigate why no response received on MEC white paper campaign from regions where oneM2M is quite active e.g., S. Korea, UK, Spain etc.~~ |
| **Action MARCOM 120#A5** | Check with PPR if we can get region wise stats (similar to what PPR shared for sponsored campaign) on regular posts. |
| **Action MARCOM 120#A6** | Work with Xavier to position the disclaimer on the webpage for the India EU PP resources. |
| **Action MARCOM 120#A7** | Change the announcements on the website about the developer tutorials to say it is a continuing series. |
| **Action Marcom 122#A5** | Share the photos and presentations of the Taipei event with Ken to promote on oneM2M SM accounts. |

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

* None
  1. **Next Conference Calls**
* ~~Marcom 124 – 08~~~~th~~ ~~Feb’24 (12 to 1330 UTC)~~
* Marcom 125 – 14th Mar’24 (12 to 1330 UTC)
* Marcom 126 – 11th Apr’24 (12 to 1330 UTC)
* Marcom 127 – 09th May’24 (12 to 1330 UTC)
* Marcom 128 – 13th Jun’24 (12 to 1330 UTC)
* Marcom 129 – 11th Jul’ 24 (12 to 1330 UTC)
* Marcom 130 – 08th Aug’24 (12 to 1330 UTC)
* Marcom 131 – 04th Sep’24 (12 to 1330 UTC)
* Marcom 133 – 10th Oct’24 (12 to 1330 UTC)
* Marcom 134 – 07th Nov’24 (12 to 1330 UTC)
* Marcom 135 – 12th Dec’24 (12 to 1330 UTC)

1. **Closure of meeting**

The Chair thanked the participants and closed the meeting.