Marketing and Communications Committee

Julian Wilkins
Chairman - Marketing and Communications Committee
January 2014
Core team members

- Tricia Balthazar (CANTO)
- Wendy McDonald (Columbus Communications, Trinidad)
- Mary Meighan (BTL, Belize)
- Vydia Bhagan (TSTT, Trinidad)
- Peter Nicholls (Economic Commission for Latin America & Caribbean)
- Colin Benjamin (More Magic, Oberthur, Antigua)

20 persons attended
Activities from the last 6 months

- Branding: Promote the new website;
- Appointed new Vice Chair – Wendy McDonald, Columbus Communications;
- Developed and assisted in selection of theme CANTO 2014 ‘Strategic Alliances for Sustainable Broadband Development’;
- Developed the conference agenda for AGM – more interesting/interactive, encourage more participation;
- Build on the Mini-exhibition at the AGM.
Activities for the next 6 months

- World telecoms information society day – move from just a simple essay competition – embrace social media e.g. short video presentation - accept different formats;
- Icreate competition – continue in current format but find new sponsors. Suggestions: Alcatel Lucent, Microsoft;
- Link the competitions to the website; drive traffic on our website;
- Work on launching the CANTO website on mobile handsets. Target: 2 weeks before the Conference – committee to focus on ideas for launch;
- Develop the Marketing Forum for CANTO 2014 with a social media focus; development of social media in the Caribbean; mini case studies.
Activities for the next 6 months

- Support the newly formed Corporate Social Responsibility committee – best practices;
- Investigate revenue opportunities of the new website;
- Suggestion: 30 year CANTO anniversary – by celebrating our past distinguished members; have a ceremony and recognize at the conference;
- Branding: CANTO Song – words are fine but could the music be updated?
- Develop conference agenda for Conference in the Bahamas.
Thank you for listening!