



CAMARA

The Telco Global API Alliance

Working Group MWC

18.01.2022

Working Group “MWC”

GitHub link



28 February – 03 March 2022

Join working group here:

https://github.com/camaraproject/rep_main/blob/main/WorkingGroups/MWC/MAINTAINERS.MD

Working Group MWC

CAMARA announcement - Schedule and activities



Commitment that logo can be presented	Each partner	29.01.2022	GSMA brings logic for logo positioning and logo size
Preparation of PR	GSMA (LF)	04.02.2022	Incl. statement of GSMA & LF
Review of PR and commitment	Each partner	11.02.2022	
Publication of PR	GSMA (LF)	28.02.2022	
Get slot on GSMA stage	GSMA	14.01.2022	10 minute slot on main stage
Naming of C-level representative	Each partner	29.01.2022	For video capturing, no physical representation on MWC
Preparation of stage concept	GSMA (LF)	04.02.2022	Done: Keynote speaker + pre-captured videos of partner management representative
Review of stage concept and commitment	Each partner	11.02.2022	Done in workgroup meeting 18.01.2022
Preparation of stage event	GSMA (LF)	25.02.2022	Capture videos, cut it to a 3 minutes common partner video. Get keynote speaker
GSMA stage event	GSMA (LF)	???	
Workout concept for coordinated marketing at partner booth / social media	Working Group MWC	18.01.2022	1. Onepager (for PRs, presentations, flyer), 2. Slide deck (detailed), 3. Webinar
Prepare draft for marketing material	Markus	22.01.2022	
Review of marketing material and commitment	Each partner	29.01.2022	
Distribution of marketing material to all partners	GSMA (LF)	04.02.2022	

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CAMARA announcement - Current logo commitment



GSMA brings logic
for logo positioning
and logo size



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