



CAMARA

The Telco Global API Alliance

Working Group MWC

15.02.2022

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



| | | | |
|---|-------------------|------------|---|
| Commitment that logo can be presented | Each partner | 29.01.2022 | GSMA brings logic for logo positioning and logo size |
| | | | |
| Preparation of PR draft | LF (GSMA) | 25.01.2022 | |
| Review of PR, provide feedback to LF | Each partner | 01.02.2022 | |
| Preparation of PR | LF (GSMA) | 04.02.2022 | Incl. statement of GSMA & LF & DT |
| Review of PR and commitment | Each partner | 11.02.2022 | |
| Publication of PR | LF (GSMA) | 24.02.2022 | |
| | | | |
| Get slot on GSMA stage | GSMA | 14.01.2022 | 10 minute slot on main stage |
| | | | For video capturing, no physical representation on |
| Naming of C-level representative | Each partner | 29.01.2022 | MWC |
| | | | Keynote speaker + pre-captured videos of partner management representative; alternative panel |
| Preparation of stage concept | GSMA (LF) | 04.02.2022 | discussion |
| Review of stage concept and commitment | Each partner | 11.02.2022 | Done in workgroup meeting 18.01.2022 |
| | | | Capture videos, cut it to a 3 minutes common |
| Preparation of stage event | GSMA (LF) | 25.02.2022 | partner video. Get keynote speaker |
| GSMA stage event | GSMA (LF) | 03.03.2022 | At 11:00 |
| | | | |
| 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 | Markus | 04.02.2022 | |
| | | | |
| Check "Foundry Demo area" option from GSMA | Each partner | 07.02.2022 | |

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CAMARA announcement - Current logo commitment





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