



CAMARA

The Telco Global API Alliance

Working Group MWC

11.01.2022

MWC CAMARA announcement

Current ideas

Keynote of Claudia Nemat 28th at 2pm



28 February – 03 March 2022

- Join working group here:
https://github.com/camaraproject/rep_main/blob/main/WorkingGroups/MWC/MAINTAINERS.MD
- Current ideas (as starting point):
 - CAMARA Announcement on GSMA stage by GSMA (possible Monday morning?) → check if possible (Henry)
 - Target and Scope of CAMARA
 - Close collaboration with OPAG
 - Show logos of partners → Check if logo can be shown (each partner)
 - C-level management representative of partners onsite / remote / captured → Check who (each partner)
 - Invitation to join
 - Coordinated marketing for the partners
 - Marketing materials for GSMA Stand at Industrial City
 - Video Interviews for MWC Live and GSMA Social Network
 - Message, slides, videos, poster for partner booth
 - Edge Summit Agenda item (also with remote participants)
 - → Alignment GSMA with LF (Markus will setup a call)



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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	15.01.2022	
Naming of C-level representative	Each partner	29.01.2022	
Preparation of stage concept	GSMA (LF)	04.02.2022	
Review of stage concept and commitment	Each partner	11.02.2022	
Preparation of stage event	GSMA (LF)	25.02.2022	
GSMA stage event	GSMA (LF)	02.03.2022 ???	On Edge summit
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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Current logo commitment

GSMA brings logic
for logo positioning
and logo size





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