



# Working Group “Marketing”

January 24<sup>th</sup> 2023

24.01.2023

# Agenda

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**01** MWC planning

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**02** License for marketing documents

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**03** Update marketing documents

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**04** Meeting serie for „Marketing“ Working Group

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# Working Group “Marketing”

## MWC planning

Shall we plan a CAMARA event on MWC 2023?

→ A slot on stage to present CAMARA  
5G Futures Summit on Wednesday 1<sup>st</sup> March  
09:35 - 09:45 Keynote Nathan Rader

→ A possibility to have a f2f meeting for us (and  
interested new partners/customers)  
Meet & greet meeting on Thursday 2<sup>nd</sup> March at 11:00  
Room/coffee organized by GSMA

# Working Group “Marketing”

## License for marketing documents

Nokia proposal: “Per discussion with our legals, the Apache 2.0 license is not appropriate for marketing material which includes logos, etc.

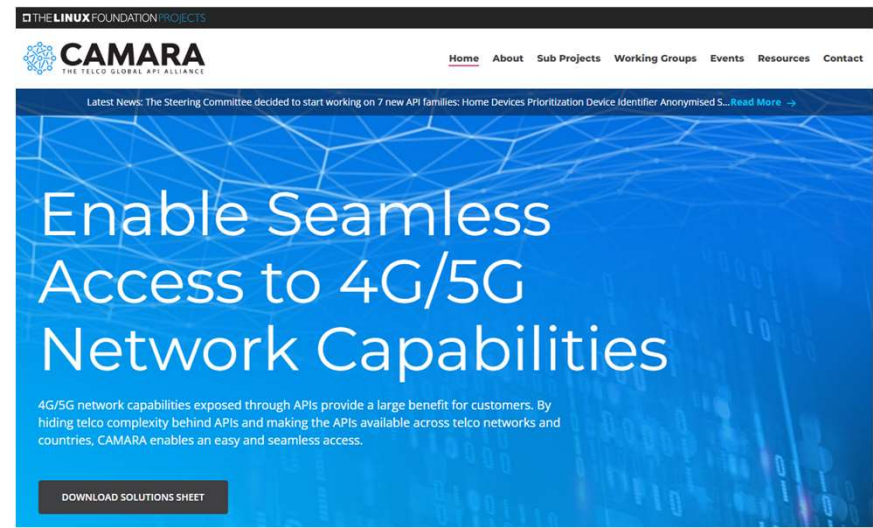
Is it possible to change the license of the Marketing project to the CC BY 4.0 license ?”

- All partners to check
- Decision proposal for next steering committee will be prepared



# Working Group “Marketing”

## Update marketing documents



→ Working Group participants were asked to review the documents and send rfc to Markus until 20<sup>th</sup> of January eob

# Working Group “Marketing”

## Update marketing documents – rfc from group, will be considered

Slide 2./3. Focus also on fixed line (requested by TIM already in 2022)	Change „4G/5G“ to „Telco“
Slide 2. “...by hiding telco complexity...” does not sound good. Sounds like the complexity is still there and hidden away / fixed by CAMARA?	“simplifying telco network complexity with”; remove “an”
Slide 3. 4G vs 5G description not clear	Change „5G“ to „Telco“
Slide 4. “To fulfil data privacy and regulatory requirements” sounds, incorrectly, like industry may not already be meeting requirements?	Use „satisfy“
Slide 7. This would be a great first slide	Keep but add notice to allow changes in sequence
Slide 7. Old GSMA logo	Replace with current logo
Slide 8. East / West “considered” is not very assertive	Use „in scope“
Slide 9. No need to use the word “limited” re scope – sounds a little negative and does not add anything	Remove rest of sentence from the „limited“ until the end
No path / contacts for further information at CAMARA	Add slide
New slide with status of Sub Projects and Working Groups (see GitHub pull request #133)	Add slide incl. QR code; send QR code to GSMA
New PPT template created by LF following CI of website (LF in progress to check if possible)	Get proposal from LF then decide
404 on Website main page when clicking at „Download solution sheet“	Fix bug

# Working Group “Marketing”

## Meeting serie for „Marketing” Working Group

Schedule: Tuesday 3-4pm CET  
Frequency: Every 2 weeks  
Until MWC





**CAMARA**  
THE TELCO GLOBAL API ALLIANCE

A0B