Marketing Meeting – October 17, 2013

Attendees:

Alicia Squires

Diana Polulyakh

Maureen Barry

Chandra James

Josh Brickman

Nithya Rachamadugu

Rick West

Shaun Lee

Eric Winterton

Murray Donaldson

Agenda & Notes:

A. Cover the 6 R’s from Orlando

1. Reviewed – Third-Party Independent review to ensure performs as designed/advertised
2. Repeatable, comparable, and reproducible testing results
3. Relevant – iTC to develop, maintain and update protection profiles that meet the security concerns of our consumers
4. Recognized - Security requirements appropriate to consumers needs and differing technologies; recognized across 26 nations
5. Reasonable – Timely evaluations ensure consumers get evaluated products shortly after general release.
6. Revealing – sharing the non-proprietary testing results; avoids duplication of effort

There was a comment on #5 Reasonable: can we expand on this wording? Time is the only item reflected… could also speak to price, processes/requirements, PP expectations.

There appears to be a little more discussion needed on the wording of the 6R’s

B. Discuss the idea of a CC warranty

This topic came up in Orlando, and it was brought up for discussion. There was a lot of negative reaction to the term ‘warranty’ and any legal ramifications that it could have. It may be plausible to have something like an advertised reporting mechanism for end users to submit feedback back into the CC community when products to meet the evaluated claims. This was tabled as an item that could be brought up in the future.

C. Picking pieces of the next steps and making an action plan for a few of them:

1. How do we go about getting out the 6 ‘R’s story? [Eric shared some initial slides of a communication plan]

\* Draft an update to the CC portal with a why CC message using our talking points. This will require buy-in from the Schemes on the message. Can start with the CCUF website.

\* Presentations at RSA?

\* Wikipedia updates? Last updates were at the end of 2012

\* Blogging on the messages in the 6 R’s.

2. 1-2 page summary of existing PPs highlighting functionality, threat scenario, and testing done for the PP

D. When do we want to meet again?

Week of November 11. Doodle will be posted on the Marketing Project discussion pages again.

Items from the action plan that will come later:

\* Come up with a value proposition statement or slogan

\* End user document(s) (working with End User group?)

\* Get into TC Lifecycle a step to create a 1-2 page summary of the PP

\* More specifically targeted marketing content.

\* Coordinate conference strategy as we get the message out to the

community.

\* Wikipedia work

\* Work on a website/ landing page on the CCUF (with group that Miguel was leading)

Action Items:

Eric – Communication plan for the next meeting with items people can volunteer to contribute to.