Marketing Meeting – November 25, 2013

Attendees:

Alicia Squires

Simon Milford

Brian Smithson

Terrie Diaz

Eric Winterton

Josh Brickman

Shaun Lee

Maureen Barry

Steve Clawson

Diana Polulyakh

Rick West

Nithya Rachamadugu

Nayef Khan

Chandra James

Agenda & Notes:

A. Went over slides for a new Communication Plan

Discussion about the whether we can move on release of any of the proposed material until we have several things in place:

1. Ratification of the new CCRA

2. Policies around usage of CC.

Is there a role for the Marketing WG in pre-CCRA-signing marketing? It appears that some of the items we’re working can be dual-pronged (both pre and post CCRA ratification-focused).

If we narrowed down the 6 Talking Points into a pre CCRA status what would we have to remove (and which could we use)?

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. [Comment: can we expand on this wording? Time is the only item reflected… could also speak to price, processes/requirements, PP expectations.]
6. ~~Revealing – sharing the non-proprietary testing results; avoids duplication of effort~~

Agreed that there is a lot to put together anyway, so depending on when the CCRA is ratified, we may just be ready in time with our current tasks.

Next step is to get volunteers for the items on slide 3. Asking for volunteers to reply Eric and I:

* + - Prepare landing page (i.e., New to CC page on CCUF site, and potentially to be used on CC portal)
    - New Member Orientation
      * Briefing slides
      * White paper
      * FAQ’s
    - CCUF welcome letters that point people to our resources

B. Covered the Validus NIAP Marketing Communications Campaign Plan for FY2014

Gave the Marketing WG insight into what NIAP is doing/planning, and where our work can be leveraged.

C. When do we want to meet again?

Mid-to-late January. Doodle will be posted on the Marketing Project discussion pages again.

Action Items:

Alicia – email participants for interest/ability to work on the Action Items.