

2010 Marketing Communications Program

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October 1, 2009



Marketing Mission & Objectives

Mission:

Be a catalyst to our industry; deploying resources to educate, liaise and promote options and solutions, championing industry cooperation and expediting broadband growth.

Objectives:

Drive and track TR/Release adoption

Foster Industry Collaboration

Assess Global Market Requirements

Strengthen BBF reputation

Attract new members

Enhance member participation & satisfaction

Create positive industry buzz- motivating end user confidence

2010 Expected Highlights

- Launch of Releases
 - BroadbandSuite 3.1-4.0
 - Milestone TRs
- Extend Test program to include Certification
 - MMBI Certification (Device & potentially SP)
 - G.hn Certification
 - GPON Certification
 - EE Network Certification (?)
- 500 million broadband lines!
- 4-6 new White Papers
- New liaisons/joint work success

2010 Vehicles

- Marketing Reports & Collateral
- External Relations Efforts
 - Event Coverage-
 - Ambassador
 - Tutorials
 - Educational Booths
 - Standards Summits/Liaison meetings
 - Public Relations
 - Website & Web Presence
- Internal Relations
 - Membership development program-
 - Targeted membership outreach
 - Top 30 list of missing SPs
 - Regional development- India, Middle East & Latin America
 - More employees of same company engaged in various channels of Forum work
 - Help engage IPv6, MPLS & EE related employees
 - Growth Market support
 - Middle East, India and L. America
 - Communications program- Promos, Trip Reports & Alerts
 - Awards & Giveaways

Marketing Reports & Collateral

- In 2010, we plan to strengthen our collateral;
 - Key marketing reports (white papers) to help educate the industry:
 - ALA standards approach
 - BroadbandSuite 3.1 Reference Guide
 - IPv6
 - A-Z Guide to Broadband Standards
 - IPTV Best Practices:
 - Self Installation
 - Troubleshooting
 - Splitter solutions
 - TR-069 Deployment Scenarios
 - MMBI (update)
 - Brochures
 - Broadband Convergence
 - IPv6
 - Release 3.1
 - MPLS in Mobile Backhaul
 - New BBF Ads to play in key publications, with issues tied to bylines or special conference issues.
 - Name & release recognition development
 - 500 M Broadband promotion

External Relations



External Relations- Ambassadors, Tutorials

- To promote our release plan, we will continue to participate in regional industry shows.
 - Propose Tutorials at MPLS related events
 - Update current tutorials to include latest work
 - Better & consistent graphics
 - Content control by Ambassador Vice Chair & Lead Editor
 - Propose Panels/Tracks at targeted events—
 - MPLS & Ethernet World Congress
 - GSM/Mobile World Congress
 - China Triple Play
 - Broadband Global Summit
 - IPTV World Forum London
 - FTTx Summit
 - FutureNet
 - CommunicAsia
 - Broadband World Forum- Europe

External Relations

Educational Booths

- Larger shows with strong SP attendees- we will bring our educational booth
 - GSM/Mobile World Congress
 - CommunicAsia
 - BWF-Europe
- At each show we will negotiate a free 10x10 or 10x20 educational booth
- Booth design:
 - Member Logo backdrop to be updated
 - Roll up banner to be updated to include new tagline
 - 10 in. Video Frame to run presentations/ press conference announcements
 - Collateral display for 6 brochures
 - Scope poster
 - BBF plaques for all exhibiting member companies
- For smaller shows where a table top might be offered
 - Potential shows: MPLS & Ethernet World Congress, IPTV World Forum-London, FTTx Summit, FutureNet, TelcoTV
 - Need a BBF branded drape
 - Bring the smaller roll-up banner
 - Collateral, IRGs and video frame

External Relations

Global PR

Continue to drive global editorial placements and press release pick up of our key messages, TR releases and broadband subscriber growth.

How?

- Meeting & Release press releases
- Press conferences
 - GSM/Mobile World Congress
 - IPTV World Forum-London simultaneous with Convergence India
 - CommunicAsia
 - BWF-Europe
- Editorial placements
 - Some specific targets- IPTV International, IEEE, all show dailies at attending shows, Telecommunications, Telecommunications International, EE Times US/Asia, xChange Mag
 - Organization Newsletters such as OPASTCO and NTCA publications, CABA, ECTA and OFCOM updates
- Analyst relationship
 - Briefings
 - Tracking relationships- reports of global adoption
 - TR-069
 - IPTV & BB statistics
 - G.hn
 - Access Technology (service via ADSL2plus, VDSL2, fiber or wireless)

External Relations

Liaison Efforts

- To act as a catalyst to drive better industry alignment
 - Host multiple EE related standards summits
 - Participate in the 3GPP Policy, Mobility and Authentication joint standards meeting
 - Outreach to regulatory bodies, offering technology updates, tutorials & white papers

External Relations

BBF Website Improvements

- New Content, Multi-media & greater web connection
 - Website Updates
 - New Certification page
 - TR Snapshot Videos
 - New TRs- editor overview of work as part of the TR release
 - New BBSuite Releases- Officer interviews
 - Public site Photos/Video Gallery coverage of meetings, press conferences, and showcase
 - This is to stimulate interest by showcasing the strength and activity of our membership and leaders
 - Keyword search of TRs
 - RSS feed
 - Tutorials
 - To improve search engine placement
 - Extend Meta-tags per webpage, and customize tags to page topics for additional hits

External Relations- Web Presence

- Web Outreach
 - Linked In Group development-
 - Establish Corporate Page
 - Stimulate discussions
 - Post meetings & events
 - Post awards to winner's recommendation page
 - Promote group to stimulate sign up
 - Twitter
 - Establish new Twitter feed and regular update schedule
 - Post headlines of all press releases, awards, new TR releases and MR releases w/links
 - YouTube
 - Establish corporate page
 - Post any filming to our page– get approval to post televised videos of officer interviews etc
 - Post Grunge videos on new TRs as they are released
 - Link bbf site to Yue Tube page
 - Wikipedia-
 - BBF, TR-069 posting
 - Member/org/press link encouragement

Internal Communications

Member Relations-Membership Development



Membership Outreach

- Targeted membership outreach
 - Top 30 list of missing SPs
 - Pull non-member SP list from Point Topic, => 20K BB lines
 - Map to upcoming events
 - Proactive one-on-one COO calls/meetings set up at the local/regional events
 - If large enough number of meetings, secure meeting space for private meetings with Robin
 - Growth Market Development- India, Middle East & Latin America
 - Nikhil to set meeting in India/Asia Pacific, promoting work & membership value
 - Ambassador presentations at regional meetings
 - Broadband Global Summit (Dubai),
 - Convergence India (New Delhi)
 - ARABCOM (Lebanon),
 - FutureNet (Brazil),
 - IPTV World Forum- Latin America (Brazil)
- More employees of same company engaged in various channels of Forum work
 - Proactive outreach for Marketing rep contacts, and adding to marketing general mailings
 - More call for contributions to the marketing exploder
 - Staff proactive research/outreach to help engage IPv6, MPLS & EE related employees

Member Communications

- We will continue to communicate with members throughout the year
 - Annual Report
 - Meeting Promotions
 - Meeting Trip Reports
 - BBF related event promotional emails
 - Press Release/Awards promotion

Awards & Member Branding

- To provide soft tools for communicating Forum membership & value
 - Awards
 - Additional promotion via Twitter and Linked In Recommendations
 - Office Poster
 - Provide a 2010/2011 Scope & WT at 3rd quarter meeting
 - Certification Program
 - Logo plaque
 - Shirts
 - Giveaways (potential based on budget/sponsorship)
 - Branded bagged travel kit
 - Passport covers (green/embossed)
 - Ambassador shirts (just for new Ambassadors)
 - 500 M Line Celebration (sponsorship funded)
 - Cake
 - Polo shirts (all members)