3GPP/PCG#15 Meeting
Sophia Antipolis, France
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Source: **A Hadden, K Lathia and J-P Bienaime**

Title: **Proposed Terms of Reference for Communications Strategy Group**

Agenda item: **10.1**

Document for:

Decision	**X**
Discussion	
Information	

Communications Strategy Group

It was decided at PCG#14 that 3GPP shall adopt a much more proactive approach for publicising the results of 3GPP's work, and that a draft Terms of Reference for a Communications Strategy Group (CSG) shall be prepared for the next meeting. This Group shall be distinct from each MRPs respective communications plans, which are governed by their memberships, deliverables and procedures.

1   Aims

- To promote the aims and results of 3GPP standardization in a consistent manner by all OPs and MRPs, including providing cross-links to their respective web-sites

- To create understanding about continuous evolution of UMTS/IMT-2000 and influence policy makers, customers and other interested parties ensuring everyone can access and benefit from the Information Society enabled by UMTS/IMT-2000 systems, communicating in ways understandable by target audiences
- To promote 3GPP (IMS) as the basis for the future NGN / "Fixed Mobile Convergence"
- To gain support for the roadmap, key priorities and enablers, including Long Term Evolution towards systems beyond 3G

2   Target Audiences

3GPP member companies, all industry players, investors, and other influencers, policy-makers, media, content and applications providers

3 Key Messages

- A small number (typically 3 – 5) of Key Messages concerning the aims and deliverables from 3GPP standardization activities shall be developed/updated quarterly by a Communications Strategy Group comprising as a minimum one representative from each Organizational Partner plus each TSG Chairman. *Representatives from each of the MRPs may participate in discussions, for example, to provide market input/content, specialist knowledge/expertise, and align messaging.*
- MRPs may request specific actions/support from 3GPP CSG for consideration on a case-by-case basis
- Communication between CSG members shall normally be by telephone/email
- CSG to report progress to PCG regularly, and to confirm general direction and consensus
- MRPs to continue to provide reports to PCG as current practice.

4 Communications Plan

CSG shall develop and implement a communications plan, confirming deliverables, responsibilities, milestones and distribution channels; such plan shall typically include:

- Press relations – providing for briefings for key journalists/commentators by appointed 3GPP spokespersons, and information packs
- Decide and regularly review topics for articles (1500 – 2500 words) and arrange for their production, approval and dissemination
- Communications to 3GPP member organisations
- Communications via strategic partners – including MRPs
- Promotion via seminars and/or conferences targeting all relevant sectors
- Organise special events e.g. workshops, seminars
- Metrics for measuring effectiveness, success and value for money

5 Budget

A budget shall be proposed by CSG for approval by OP members, which may include:

- Hiring of PR agency resources
- Expenses associated with 3GPP-hosted briefings, roundtables, etc
- Expenses associated with 3GPP "own events" – seminars, workshops, etc
- Production of a Newsletter – global, regional, translations
- Authorship, production and placement of articles
- Information packs supporting the key messages
- Website – content uploading, maintenance, interactivity