OASIS CMIS Marketing Group Description
20 April 2012

Overview
The OASIS CMIS Marketing Group engages in communications and marketing activities that promote adoption of the Content Management Interoperability Services (CMIS) standard. The Marketing Group works closely with the CMIS Technical Committee to educate the marketplace on the value of CMIS and provide maximum visibility and marketing benefits for members.

Participants
Participation in the OASIS CMIS Marketing Group is open to all organizations and individuals that support the CMIS standard. OASIS membership is required, and all are welcome to join.

Dual membership in the CMIS Technical Committee is not required. Organizations that are involved in the CMIS TC at the Sponsor-level are strongly encouraged to have at least one representative in the CMIS Marketing Group in order to take full advantage of their marketing benefits. Contributors, Associates and Individual members are also welcome to participate.

Participants in the CMIS Marketing Group are marketing professionals or technical specialists with a strong interest in marketing. Most have direct responsibility for their organization’s outreach activities including press and/or analyst relations, social media engagement, conference and expo participation, branding, training, etc.

Activities
The CMIS Marketing Group focuses on promoting work produced by the CMIS TC. Technical content used in marketing activities will be generated by the TC.

CMIS Marketing Group activities are determined by its members and may include:

- **Interoperability demos and standards pavilions at conferences**
  Recommend appropriate venues, publicize events, produce collateral materials (handouts, slides, videos, signage, custom badges) using technical content provided by the TC, coordinate press/analyst briefings, coordinate contests...

- **Webinars, seminars, workshops, BoFs**
  Publicize events, promote attendance, and assist TC presenters with communication issues including talking points, presentation outlines, slide formats, graphics...

- **Conferences**
  Identify appropriate venues for CMIS sessions and OASIS co-sponsorship, help staff match opportunities with speakers, assist TC members in developing abstracts and slides, encourage members to display “CMIS Support” badge in booths...

- **Press releases**
  Assist staff, provide Sponsor quotes, schedule press/analyst briefings, develop talking points for
TC spokespersons, promote news via social media...

- **Success Stories/Case Studies**
  Develop template, encourage members to submit specific case studies, collect, publish, and promote

- **Online Product Directory**
  Help determine appropriate format and filters, encourage vendors to post listings, promote use...

- **LinkedIn, Twitter, Facebook...**
  Create open LinkedIn Group, Twitter account and/or hashtag, Facebook or other pages--post content, create polls, encourage use, publish RSS feeds...

- **Videos, Podcasts**
  Adapt technical content provided by the TC into instructional videos, produce testimonial interviews for video or podcast...

- **Newsletter**
  Create quarterly e-newsletter providing updates on TC accomplishments, upcoming events, testimonials, product listings for Sponsors...

- **Logo**
  Promote use of “CMIS Support” logo by members and non-members on collateral, web sites, booth signage...

- **Other activities as identified by Marketing Group members**

**Additional information**
Content used in materials produced by the Marketing Group will be taken from or based on approved technical work of the TC. Whenever possible, marketing documents will be submitted for TC review. All materials produced by the Marketing Group will feature the following disclaimer:

“This material is offered for general informational purposes only. It is not an approved OASIS technical deliverable and provides no assurances under OASIS policies.”