

10 January – MSUA Mobility Marketing Committee Meeting

Attendees:

- Catherine Melquist, MSUA President/NetNumber
- Lisa Dreher, MSUA Marketing Chair/GuideForce
- Todd Hill, MSUA Board/Panasonic
- Silvina Graziadio, Globalsat

Agenda

- Welcome back!
- MSUA Awards Contest & Luncheon
- Mobility News Changes
- Executive Feature Opportunities
- Membership Drive Update
- New Year, New Benefits
- Social Media Update

2019 Mobility Innovations Award Categories

- Top Connected Solution
- Top Infrastructure Solution
- Top Public Safety Solution
- Top Cybersecurity Solution
- Top Mobility User Experience
- Top 5G Era Hybrid Connectivity Solution
- Top Company to Watch

Awards Luncheon – 7 May

Next Gen Mobility Leader Sponsor \$3,000

- Introduce keynote
- Headline sponsor logo featured on all event promotion material
- 1 month Mobility News Sponsorship + Promo Opportunity
- VIP Table for 8

Next Gen Mobility Innovator (2) \$2,000

- Leave behind promo opportunity for each attendee
- Logo on all event promotional material
- 2 week Mobility News Sponsorship + Promo Opportunity
- VIP Table for 5

Next Gen Mobility Power Teams (TBD) \$1,500

- Logo on all event promotional material
- Team Interview in Mobility News
- VIP Table for 5

Mobility News Updates

- 2 versions: Members Only & Community
- Members Only to include Market Intelligence section including Telecom industry and adjacent market articles, blogs and other information
- Members Only to include Association updates

- Both to include Mobility News Leadership interviews

Member Drive

Standard Membership Fees

- Corporate membership \$3,000
- Small business membership \$1,000
- Associate membership \$750
- Individual membership \$200

New Member Opportunity

- Special offer for new members
- Join before December 31 (extended through Q1)
- 50% off 2019 annual membership fee

Special Promotional Offer to Existing Members for bringing in new members

Every member that brings in:

Corporate Member = 1 month of Mobility News Sponsorship

Small Business Member = 1 week of Mobility News Sponsorship

Mobility Marketing Committee Mini Webinars

Helping member marketing organizations stay ahead of mobility marketing trends, strategies and best-practices

- Growth focused
- New topic every month

Topics

- SEO for Emerging Topics – How to rank in new categories
- Creative Content Strategies – Enhancing customer engagement
- Right-On Messaging – Messaging in a mobile-first world
- Brand Storytelling – Effective storytelling techniques
- Sales Sticking Points – Marketing's role in smoothing the sales process

MSUA Social Update

- Increase followership
 - Twitter 11% increase
 - LinkedIn 16% increase

Mobility Marketing Committee Meeting Schedule for 2019

Second* Thursday of the month at 11am East

- 10 January
- 14 February
- 14 March
- 10 April
- **16 May* (moved to 3rd week due to SATELLITE 2019 Event)**
- 13 June
- 11 July
- **15 August* (moved to 3rd week due to Small Satellite Conference)**
- 12 September
- **17 October* (moved to 3rd week due to Satellite Innovations Event)**
- 14 November
- 12 December