Agenda

- Content
- Channels
- Program Overview
- Financials
Content Summary

Videos
1. The Birth of 802
2. High Quality Standards Drive Market Relevance
3. The First Successes of 802
4. 802 Enters into New Verticals
5. 802’s Global Impact on Everyday Life
6. The Future of 802

IEEE Transmitter Articles
1. How Ethernet has enabled today’s hyper-connected world
2. How the Future of Wi-Fi Will Impact Our Workplaces and Lifestyles
3. 3 Ways the World Would Be a Different Place without IEEE’s 802 Standards
4. The Importance of Developing Specialty Wireless Networks for IoT

“Man-on-the-Street” Videos (Shot in Kona / Edited by IEEE TV)
1. Why Do You 802 – Amelia Andersdotter
2. What if We Lost 802? – Andrew Myles
3. It’s An 802 Thing - David Law
5. Why do you 802 – Roger Marks

Press Releases (any 802 related press releases in works)
1. IEEE 802.3 Bandwidth Assessment Press Release (pending)
2. IEEE 802.3cg and IEEE 802.3cn Publication (pending)
3. Other?
Channels & Webpages

- **Webpages**
  - IEEE SA 802 Marketing Webpage (URL Pending)
    - Phase 1 - Public Outreach – Simple request box
    - Phase 2 – Longer term – more mature filtering / steering (to be developed)

- **Social Media**
  - Facebook
  - Instagram / IGTV
  - LinkedIn
  - Insta Stories
  - Twitter
    - @IEEEorg
      - Co-ordinating with other IEEE related twitter handles
    - @IEEE802
      - Just started – need to generate followers
    - Other
      - 802 participants & their companies / affiliations
      - Related Marketing Alliances – such as Wi-Fi, Ethernet Alliance, Other
  - IEEE China
    - Will address Chinese social media channels (Pending coronavirus situation)
Program Overview

▸ Media Outreach has already begun
▸ IEEE 802 Mktg Webpage go live Feb 25
▸ IEEE Transmitter webpage go live Feb 26
▸ Social media campaign
  - Timeframe
    • Starting Feb 26
    • Ending April 15
  - Each week 2-3 content items will be pushed through various social media channels
▸ Social Media ads
  - Facebook / Instagram Promoted Posts
  - Facebook Website Click ads (To Transmitter Page)
  - Twitter Website Click Ads (To Transmitter Page)
  - Google Display Network Traffic Ads (To Transmitter Page)
  - Facebook Website Click ads (To 802 Mktg Page)
  - Twitter Website Click Ads (To 802 Mktg Page)
Program Goals

- Social Interactions (75K)
- Transmitter Pageviews (30K)
- Video Views (100k)
## Financial Contribution Overview

<table>
<thead>
<tr>
<th>Source</th>
<th>Contribution</th>
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<tbody>
<tr>
<td>IEEE 802 - 2019</td>
<td>$20,000</td>
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<tr>
<td>IEEE 802 - 2020</td>
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<td>IEEE TAB</td>
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<td>IEEE SA</td>
<td>Webpage Development</td>
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<td>IEEE TV</td>
<td>Editing “Man-on-the-Street” Videos</td>
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<td>BUDGET BREAKDOWN</td>
<td>2019</td>
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<td>---------------------------------------------------------------------------------</td>
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<td>Public Outreach</td>
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<td>Research spokespeople for content for media and transmitter</td>
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<td>Wireframes initial designs</td>
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<td>Wireframes and design finalizing</td>
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<td>Video shoots</td>
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<td>Video + Audio production</td>
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<td>Drafting 4 Transmitter articles</td>
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<td>Traditional outreach and management in 6 countries (US, UK, Brazil, China, Japan, India)</td>
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<tr>
<td>Outreach and management in Germany, Korea ($5000 each market)</td>
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<td>Additional Outreach to 8 Countries</td>
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<td>Translation Services (Spokespersons)</td>
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<td>Ads (creation and paid placement)</td>
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<td>IEEE 802 Web Page Development (IEEE-SA)</td>
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