

TSDSI Outreach Committee – Terms of Reference

(Approved by Governing Council in its 24th meeting)

Compiled/Submitted by

TSDSI Outreach Committee

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Terms of Reference of the TSDSI GC Outreach Sub-committee

Scope

This subcommittee is established to oversee the external TSDSI Outreach, Marketing and Communications activities. This may include activities such as membership solicitation, media and analyst relations, web site content (related to MARCOM) and promotional material development, branding and publicity, promotional material and collaterals, event/workshop representation, and awareness programs.

Objectives

- Develop the TSDSI OUTREACH strategy and plan to achieve desired goals such as Membership Base, Ecosystem (external and internal) Engagement and Partnerships
- Give direction for:
 - Website - review and provide inputs on the content and relevancy of the MARCOM portions of the TSDSI web site,
 - Branding
 - Publicity,
 - Promotional materials (brochures, flyers, posters etc)
 - Collaterals (authored articles/contributions to journals etc)
 - Outreach – positioning and participation in external events, planned events/workshops/online events etc.
 - Media and Analyst relations
- Budgeting and securing finances for Outreach activities
- Developing and Nurturing Partnerships
- Recommend and implement processes and tools where appropriate for marketing, market data and contact collection and targeted communications for market segments.
- Establish rules and recommendations on the handling of contact data (storage, ownership and usage).

Composition

- The Committee Chair has been appointed by the GC.
- Members of the committee are selected by the GC on the recommendation of the committee Chair from representatives of the member organizations.
- Representatives of the TSDSI Secretariat shall participate in committee meetings.

Working Methods

- Sub-Committee meetings will be conducted electronically and in person as per requirement.
- Sub-Committee meetings will be held once every quarter to review status and progress of activities.
- The sub-committee will seek input from, provide guidance to, and report to the Governing Council.
- The sub-committee will publish targets for the quarter, report progress on the same and also seek commitments on any support required from GC/members.
- The sub-committee will communicate and progress its activities via email and a shared document repository. An email group will be created for the same. (An online collaboration and tracking tool maybe explored instead of email group and document repositories).
- The sub-committee will define standard operating procedures for its activities and processes.