



PROGRAMME

SECOND ISO AND IEC  
MARKETING AND  
COMMUNICATION FORUM



SURFING ON  
HOT TOPICS

Geneva,  
3 – 4 December 2009  
Centre International de Conférences Genève

## Introduction

Three years have passed since the first edition of the ISO and IEC Marketing and Communication Forum. This period has been deeply affected by the global economic crisis, increased awareness of the challenges posed and the sense of urgency to develop solutions to reduce the impact of human activities on the environment. At the same time, a number of companies and organizations have to face financial difficulties, obligations imposed by increased regulation and pressure from stakeholders for them to operate in a more socially responsible and environmentally friendly manner.

In addition, a number of industries are going through the revolution triggered by the new social media. When the first edition of the ISO and IEC Marketing and Communication Forum was held, blogs were already in use, but they have evolved and with them, new tools like social networks and micro-blogging have appeared and become critically important. They have even been a key success factor in the communication strategies of recent business and political campaigns.

The delivery of information is also in a transition period. The media and publishing industries in particular are trying to find the optimal mix between paper-based and Web 2.0 worlds for delivering content. The ebook is experiencing a rebirth with the launch by Amazon of the second version of its Kindle 2 reader, competing with Sony's own reader. Applications developed for the iPhone and Google's Android-based devices generate the need to access information in formats specific to these new devices.

How can the ISO and IEC communities face these drastic changes? How can they surf on the wave of these hot topics and benefit from the new opportunities for better promoting international standardization and its benefits? How are their communication strategies affected by these changes and how can they meet with the demand for alternative ways of accessing information and content?

The Second ISO and IEC Marketing and Communication Forum will be a unique opportunity to discuss these issues, exchange experiences and discuss the future of the promotion and marketing of our products and services.

## Objective

The objective of the forum is to help the audience achieve business results in terms of increasing use and sales of standards (the marketing aspect) and raising awareness of standards (the communication aspect). On the practical side, the forum should lead at the end of the two days to an exchange of experience and to proposals regarding the implementation of actions to help reach these goals.

## Audience

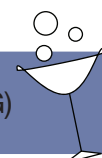
The forum is intended for middle and high-level managers and staff active in the field of marketing, information and communication in the ISO member bodies and correspondent members, or IEC national committees. It is also open to ISO and IEC distributors/resellers. Selected customers will be invited.



# DAY 1

**Thursday, 3 December 2009**

<b>09:00 – 9:15</b>	Welcome addresses by ISO Secretary-General and IEC General Secretary and CEO
<b>09:15 – 9:45</b>	Introduction and objectives of the first day (Euan Semple)
<b>09:45 – 10:30</b>	Case studies and best practices: Examples of actions taken by ISO and IEC since the last forum.
<b>10:30 – 11:00</b>	Coffee/tea break
<b>11:00 – 11:30</b>	Keynote speaker, Sue Hollingsworth, Storymatters Ltd.
<b>11:30 – 12:30</b>	External perspective: Handling the media (ACM Training, UK)
<b>12:30 – 13:30</b>	Lunch
<b>13:30 – 14:30</b>	Presentations: Case studies and best communication practices: <ul style="list-style-type: none"> <li>– Crisis communication (Olle Axenborg, SIS)</li> <li>– Engagement with government (Marcus Long, BSI)</li> <li>– Presentation from SPRING (Winston Wong, SPRING)</li> <li>– Social media - Possibilities, experience, results (Bob Russotti, ANSI)</li> </ul>
<b>14:30 – 15:30</b>	Break-out sessions on communication: What are other members' practices? What are the difficulties in communicating on our activities and roles? What problems need to be solved? What actions could be taken within ISO and IEC communities to improve communication? How can new media help in increasing visibility and credibility?
<b>15:30 – 16:00</b>	Coffee/tea break
<b>16:00 – 17:00</b>	Group presentations and recommendations (with the assistance of ACM Training, UK)
<b>17:00 – 17:30</b>	Wrap-up to Day 1
<b>18:00 – 20:00</b>	Cocktail party at the Centre International des Conférences (CICG)



# DAY 2

Friday, 4 December 2009

<b>09:00 – 09:10</b>	Introduction and objectives of the second day (Laurent Haug)
<b>09:10 – 11:00</b>	New technologies and possible developments for ISO and IEC product offering: <ul style="list-style-type: none"><li>– Standards in mobile device format (Lance Novak, CSA)</li><li>– New opportunities with e-books (presentation by Sony)</li><li>– Video standards collections (Chris Meyer, SABS)</li><li>– Making the best use of XML (Vinay Gupta, Chief Technology Officer, Citation Technologies, USA)</li><li>– IEC Standards+ products and services (Guilaine Fournet, IEC/CO)</li></ul>
<b>11:00 – 11:30</b>	Coffee/tea break
<b>11:30 – 12:00</b>	External perspective: Presentation by Laurent Haug
<b>12:00 – 12:30</b>	Recent developments in ISO and IEC commercial policies and/or services
<b>12:30 – 14:00</b>	Lunch
<b>14:00 – 15:00</b>	Selling ideas to future experts and customers: <ul style="list-style-type: none"><li>– ISO and IEC initiatives and distribution policies for academia (presentations by IEC/CO and ISO/CS)</li><li>– Examples of initiatives for universities (Anne Sharkey, SCC)</li><li>– Recruiting new experts (presentation by JISC)</li></ul>
<b>15:00 – 15:30</b>	Coffee/tea break
<b>15:30 – 16:00</b>	Proposals for actions and priorities
<b>16:00 – 16:30</b>	Wrap-up, next steps and closure of the forum by ISO Secretary-General and IEC General Secretary and CEO

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