

UA Communications Working Group Meeting

1 June 2020

Attendees

1. Abdalmonem Galila
2. Ahmed Bakhat Masood
3. Gwen Carlson
4. Jane Sexton
5. Jessica Ranftl
6. Lilian Ivette
7. Rahul Gosain
8. Roberto Gaetano
9. Sarmad Hussain

Meeting Agenda

1. Continue to review of FY20 Action Plan for planning FY21 – fill in the attached sheet
2. Review the messaging for stakeholders
 - a. [Social Relevance \[docs.google.com\]](#)
 - b. [Career Opportunity \[docs.google.com\]](#)
 - c. [Business Opportunity \[docs.google.com\]](#)
3. AOB

Meeting Notes

1. The group has discussed the "social relevance" messaging extensively in the last meetings. The group will start discussing the Career opportunity and Business opportunity messaging.
2. UA world Day was proposed as an annual UA event to raise awareness about UA issues. The idea needs to be discussed further in coordination with the ambassadors' program to ensure national and regional activities during the proposed UA world day.
3. Review Messaging for stakeholders (Career opportunity):
 - Instead of focusing on coding as a skill, the focus should be shifted to career opportunities related to UA and how the knowledge of UA can be a competitive advantage
4. Review Messaging of stakeholders (Business opportunities):
 - Business are missing global business growth opportunities in foreign markets if they are not UA compliant
 - UA readiness is an advantage that brings new business revenues to multinational corporations

Action Items

No.	Description	Owner
1	UA World Day – continue the discussions in the coming meetings	Chair, members
	Refine the Career opportunity and business opportunity messaging	Gwen/Jane