



**MSUA**  
Mobile Satellite Users Association



**Moving forward. Smarter together.**

**MSUA Mobility Marketing Committee**

10 January 2018

# AGENDA



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



# MOBILITY INNOVATION AWARDS

“Satellite Mobility in the 5G Era”

- SATELLITE 2019 – 6-8 May
  - Tuesday, 7 May
  - To be announced on next Monday
    - Press Release
  - 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
  - Key Criteria:
    - Mobility innovation



# MOBILITY INNOVATION AWARDS

## Luncheon Sponsorship Opportunities

- 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

- **\$75 for members**
- **\$85 for non-members**
- **\$650 for a member table (10)**
- **\$325 for a member ½ table (5)**

# MOBILITY NEWS UPDATES



## ▪ **Mobility News Changes**

- 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

# MOBILITY NEWS INTERVIEWS



## ▪ **Benefits**

- Member exposure
- Top clicked article of week
- Social media leverage | Twitter & LinkedIn
  - MSUA
  - Member
  - MSUA member
  - Interviewee
  - Interviewee colleagues
  - MSUA colleagues
- SatNews repurposing
  - Additional exposure in print and online

## ▪ **Focus**

- Perspective on mobility market trends
- Mobility innovations
- Mobility market development
  - General and company specific
- Personal career path & interests
  - Spur ecosystem connections
  - Personal facts for social media

## ▪ **Format**

- CM & interviewee to have 15-30 min pre-meeting
- Written questions provided

# MSUA MEMBER INTERVIEWS



## Members Interviewed

- Marlink – *In Progress*
- Roadpost
- Clarke Belt 2.0
- Cobham
- Comsat
- Globalsat
- Globalstar
- Globecomm
- Inmarsat
- Intelsat
- John Deere
- Orbcomm
- Panasonic
- Speedcast
- Thales
- Thuraya
- Woods Hole Group

## Members to be Interviewed

- Hughes
- iDirect Government
- Iridium
- Isotropic Systems
- Isotropic Networks
- KenCast
- Kymeta
- MVS
- OneWeb
- Phasor
- SES Government
- Viasat
- Digital Pathfinder – *new member*
- Blue Sky Networks – *new member*

# EDITORIAL CALENDAR – 2019 | Q1

## Interview Topics



Member	New Service Launches	5G Era	New Service Launches
<ul style="list-style-type: none"><li>▪ <b>Priority</b></li><li>▪ <b>Customer Experiences and Case Studies</b></li></ul>	<ul style="list-style-type: none"><li>▪ Edge Networking</li><li>▪ Cloud Computing</li><li>▪ AI</li><li>▪ Blockchain</li><li>▪ Enterprise Commercial and Government Connectivity</li></ul>	<ul style="list-style-type: none"><li>▪ The era of Mobility – people and devices</li><li>▪ New relationships</li><li>▪ New hybrid wireless technologies</li><li>▪ How is your company working to get inserted in the “Network of Networks” or what does your company advocate for the satellite industry</li></ul>	<p>Since SATELLITE 2019 has been pushed to May, MSUA wants to give MSUA members an opportunity to talk in-depth about new product innovations being launched: 2 levels</p> <p><u>MN Interview</u></p> <ul style="list-style-type: none"><li>▪ Supplemental donation to MSUA \$500</li></ul> <p><u>Separate MSUA Promo Mailing</u></p> <ul style="list-style-type: none"><li>▪ Can add in video clips and links to other downloadable material</li><li>▪ Supplemental donation to MSUA \$1500</li></ul> <p><b>LIMITED</b></p>



# EDITORIAL CALENDAR – 2019 | Q1



Interviewee	Topic	Interview Date	Publish Date
		Week of 1/14	Feb 4
		Week of 1/21	Feb 11
Blue Sky Networks		Week of 1/28	Feb 18
		Week of 2/4	Feb 25
Viasat		Week of 2/11	Mar 4
		Week of 2/18	Mar 11
Digital Pathfinder		Week of 2/25	Mar 18
		Week of 3/4	Mar 25
	New Service Launch - sup		
	New Service Launch - sup		



# SIGN-UP PROCESS

## Register request

- Email [president@msua.org](mailto:president@msua.org)
- Specify interview type and date
- Contact person for interview

## Interview Confirmation

- Once request is confirmed to align with master schedule, you will be notified
- Alternative dates will be suggested if there's a scheduling conflict

## Interview Process

- Set date/time for pre-interview discussion
- Discussion
- CM to send questions 3 weeks in advance of deadline

## Final Submission

- Written question responses
- Photo of interviewee

# MSUA NEW 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**

## *Member Drive Incentive – Every member that brings in:*

- *Corporate Member =  
1 month of Mobility News Sponsorship*
- *Small Business Member =  
1 week of Mobility News Sponsorship*

# MSUA MOBILITY MARKETING TOPICS



- Helping member marketing organizations stay ahead of mobility marketing trends, strategies and best-practices
- Growth focused
- New topic every month
  
- **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 MEDIA



- Follow MSUA
  - Twitter: <https://twitter.com/MSUAorg> - @MSUAorg
  - LinkedIn: <https://www.linkedin.com/company/msua/>
- Objectives
  - Increase followership
    - Twitter 11% increase
    - LinkedIn 16% increase

# MSUA MOBILITY MARKETING COMMITTEE

## 2019 Schedule



- Mark your calendars now
- Second\* Thursday of the month at 11am East
  - 10 January
  - 14 February
  - 14 March
  - 10 April
  - **16 May\* (moved to 3<sup>rd</sup> week due to SATELLITE 2019 Event)**
  - 13 June
  - 11 July
  - **15 August\* (moved to 3<sup>rd</sup> week due to Small Satellite Conference)**
  - 12 September
  - **17 October\* (moved to 3<sup>rd</sup> week due to Satellite Innovations Event)**
  - 14 November
  - 12 December



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**Moving forward. Smarter together.**

**Thank you**

Contact:

Lisa Dreher

[lisa@guideforce.com](mailto:lisa@guideforce.com)

[guideforce.com](http://guideforce.com)

425-442-1301

@LisaDreher

[linkedin.com/in/lisaadreher](https://www.linkedin.com/in/lisaadreher)