



CAcert.org Executive Meeting

Sept. 18. – 21.2007

Location: Hotel Kunz, Pirmasens - Germany

Officers Presentation

- ◆ Description of Role
- ◆ Self Introduction
- ◆ Team Members
- ◆ Accomplished Jobs
- ◆ Challenges
- ◆ Struggles
- ◆ Budgeting
- ◆ Wishes

Description of Role

Public Relations Officer / Department

- ◆ Officer Description:
<http://wiki.cacert.org/wiki/PublicRelationsOfficer>
- ◆ Mainpoint: Immediate Supervisor:
ManagementSubComittee of CAcert
- ◆ Mainwork: all Public Relations go through PR (press Texts, News, Storys, Pictures, announcements, etc.)

Description of Role

Public Relations Officer / Department

- ◆ Department Description:
<http://wiki.cacert.org/wiki/PublicRelationsDepartment>

Self Introduction

- ◆ Henrik Heigl (35) – CNA, MCP
- ◆ Junior Engineer
- ◆ IT-Trainer (MOC)
- ◆ CCC Darmstadt Executive Board Member
- ◆ Founder Linux User Group Gross-Gerau, Member of Linux User Group Frankfurt and Darmstadt
- ◆ C-radar Radio presenter
- ◆ Cacert Assurer since 2004, over 580 People assured
- ◆ Superassurer and Event Organisator
- ◆ Organisation Assurance Consultant (2007)
- ◆ Speaker of Presentations „Security for the masses“ & „Cacert – what is it“ on Linuxtag, Chaos Communication Congress Lightning Talks, Unix and Security Days 2007, Linuxinfotag Pforzheim, etc.

Self Introduction

- ♦ Some Events: Linuxdays LU Luxemburg 2007, Linuxtag 2004-2007, Chaos Communication Congress 22C3, 23C3, FoOScon 2006, Linuxinfotag Pforzheim, Unixdays 2006 and 2007 Zweibrücken, mrmcd101b Darmstadt, Linuxtag Dresden, etc.



Team Members

- ♦ Johan Vroman – Design Issues
- ♦ Daniel Pisano – Translations (german-english)

Accomplished Jobs

- ◆ Design Elements: Stationaries, Logo, Banners, etc.
- ◆ Design Guide – <http://svn.cacert.org/PR/>
- ◆ Press Releases
- ◆ Wikipedia, etc.
- ◆ Merchandising (Kernelconcepts and Spreadshirt)
- ◆ Education Tasks

Accomplished Jobs



CAcert.org
H. Heigl – Public Relations Officer

Tue 1. Oct 2007

CAcert – the Certificate Authority

Firstname Lastname
Address
Postal-Code City/Country



Firstname Lastname
(Sub)Title

Fingerprint:
For most software, the fingerprint is reported as: A6:1B:37:5E:39:0D:9C:36:54:EE:BD:20:31:46:1F:6B
Under MISLE the thumbprint is reported as: 135C EC36 F49C B8E9 3B1A B270 CDB0 8846 76CE 8F33



Überblick

- Allgemeiner Überblick
- Topic 1
- Topic 2
- Topic 3
- Ende...

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Privatsitzung – Version 1.0 – CAcert.org (2007-10-01)

Challenges

- ◆ Brand Design Guide made ready & Board Approved
- ◆ Trainings: How to work with the PR Department together
- ◆ Presskit
- ◆ Photo Gallery
- ◆ Logo Redesign & Design Elements
- ◆ Events (Presentations outside IT-Events, Christmas)
- ◆ CAcert for blind people (Braille CAP-Forms; Uni Karlsruhe)
- ◆ Printouts: printed „Certificate“ – Urkunde, Flyer, Banners, Badges, Merchandising
- ◆ Feeding Education Test-System with Questions, work on book (Jens)

Struggles

- ◆ The mission
- ◆ Structures (who knows what, what is important)
- ◆ Communication & Information (News, emergency)
- ◆ „I'm not happy with CAcert (Mailinglists, Forums, etc.)

Budgeting

- ♦ not mandantorily necessary
- ♦ Budgeting case sensitive

Wishes

- ◆ Define Central Point of Communication (CRM, DMS)
- ◆ All Members, Officers, Advisory, Board, etc. informs about news
- ◆ PR Planing with Board & Advisory
- ◆ e.g. Event Manager: if Events, Infotexts with short Description, Report from Events or invitation for the visit (Budget), Checklists
- ◆ e.g. Documentation Officer: Forms for Events, Checklists, (interact with Eventmanager) Structogram what is needed at Events/ Presentations/ Meetings
- ◆ Wiki is not Website...
- ◆ Website editable (policybased)



How can PR help you with your work?

What can you contribute to PR's work?"

Short Discussion

Topics

- ◆ How can PR help you (Board, officers) with your work?
- ◆ What can you (Officers) contribute to PR's work?"

help

- ◆ TALK, WRITE
- ◆ Be aware: The PR Officer stands in Front of you and the Organisation. If something is going wrong People asks him first.
- ◆ Spread the words but forward it allways to PR Officer cacert@gmx.net or PRO@cacert.org
- ◆ reducing unnecessary work -> concentrating on the essential things
- ◆ Nobody can do all alone – we are a community
- ◆ more professionalism, improve Service
- ◆ Do more Business thinking – act more Community Like
- ◆ Improve the Community, Improve CAcert

Contribute

- ◆ Vita (who, what work, picture, contact infos, etc.)
- ◆ Contacts (Journalists, agencies, etc.)
- ◆ Material (Prospects, Newspaper articles, Pictures of/on events, etc.)
- ◆ ALL News (what is going on, how far is everyones work, Board, developer, Ideas, etc.) continously (e.g. once per week) forward to PRO@CAcert.org

Thanks

- ♦ If there are any questions please Mail me:
PRO@CAcert.org or in ICQ (144 698 184).