

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 RolePublic 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 RolePublic Relations Officer / Department

 Department Description: http://wiki.cacert.org/wiki/PublicRelationsDepartment



Self Introduction

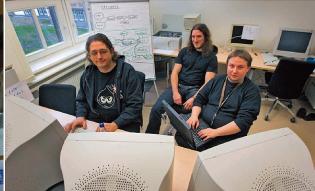
- Henrik Heigl (35) CNA, MCP
- Junior Engineer
- IT-Trainer (MOC)
- CCC Darmstadt Executive Board Member
- Founder Linux User Group Gross-Gerau, Member of Linux User Group Frankfurt and Darmstadt
- C-radar Radio presenter
- Cacert Assurer since 2004, over 580 People assured
- Superassurer and Event Organisator
- 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



Cacertorg H. Helgi – I ublic Ratations Officer Town, 00, Mai 200K

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Proposition
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Firstname Lastname

(Sub)Title

Figure Fi

CAcert

Überblick

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

Prioretationstital - Vorsame nums - CAcet (hymorat, (agf. Datum)



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).