

COVESA Marketing Team

The Marketing Team is the place where COVESA members can expand the influence of the alliance, their business priorities and contributions to the working groups as the team defines the **business objectives** and **metrics** around the following:

- Member visibility at AMM and industry-related events
- External alliance view
- Messaging
- Attendance for COVESA events
- New memberships / renewals

TOP 3 REASONS TO JOIN THE TEAM:

- Ensure your organizational priorities are reflected in technical projects, communications, and events.
- Enjoy visibility as thought leaders and influencers at COVESA and industry-related events to elevate and promote the alliance and your organizational priorities.
- Unprecedented access and collaboration with industry leaders across the value chain to share next and best practices.

Your participation in the COVESA Marketing Team is critically important to continue the momentum and positive industry response we are seeing from the rebranding and strategic business intent of COVESA.

If you are interested in getting involved, contact marketing@covesa.global or bgoolsby@covesa.global



VISIBILITY

- Amplify our voice in the industry with press releases, solution briefs, white papers, blogs, tweets and other social media/marketing activities.
- Co-author joint papers and podcasts.

OUTREACH

- Establish external view of the alliance, so that it's clear who we are, what we are doing, and how to get involved.
- Build the organization by collaborating with industry experts and other organizations to support the work of the alliance (i.e., market research firms, adjacent organizations & firms and industry consulting firms)

COMMUNICATIONS

- Collateral development including website and marketing materials to drive discussion around pain points, use cases and solutions.

