

CHARTER OF THE MARKETING WORKING GROUP

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The *Marketing Working Group (WG)* is a body of the SCION Association, coordinating and aligning on Marketing and communication activities around the SCION technology together with its members. Its goal is to ensure consistent messaging around the SCION technology as well as align on communications activities to raise awareness on SCION.

MEMBERS

The members of the Marketing WG work in the area of marketing & product. They must be affiliated with a company or organization that is a member of the SCION Association.

Membership in the group is reserved to Association members. Association members in the community and higher tiers can join the WG without further approval. In exceptional cases, the Association board can appoint WG members that are not affiliated with an Association member, in case significant contributions to the work of the WG can be provided.

CHAIR

The Marketing WG constitutes itself and appoints from among its members its Chairperson and a vice Chairperson. The Chairperson organizes the meetings of the committee, coordinates and oversees the work of the WG and maintains the contact with the Association Advisory Board and the other WGs. Once a year, the WG Marketing reports to the Association Board about the work of the WG.

RESPONSIBILITIES AND TASKS

- Input and brainstorming for the creation and maintenance over time of a basic marketing package and messaging on SCION, to be shared and used by the Association's members in promoting SCION-related products and services.
- Ensuring that messaging on the technology is aligned among all members
- Coordination of co-branded campaigns and overview of stand-alone campaigns run by the MC Members.
- Participation in the organization of joint events in Switzerland and abroad.

Note: The WG is not responsible for marketing a specific member's product or service, rather it focuses on SCION as a technology.

Final provisions. In cases not provided for by law, the Association's bylaws or this Charter, decisions are taken by the chairperson of the SCION Association Board. In case of disputes, the competencies and the place of jurisdiction in accordance with the articles of the Association in force shall apply.