

dect

wireless technology

## Agenda of the meeting

- Market Snapshot – Brad Russell, Research Director, Parks Associates
- Board update and finance – *“how your membership is being used”*
- **Marketing campaign and digital media – *“hear about our ongoing promotions”***
- Value and mission of working groups – *“learn about current activities”*
- DECT 5G – *“IMT 2020 next steps / ETSI update”*
- Outlook 2021 and beyond – *“get involved in defining our future”*

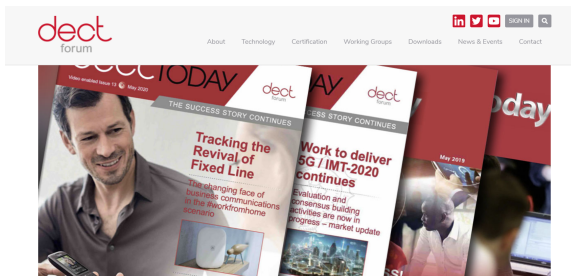


# Marketing Campaign

- DECT Today, <https://www.dect.org/magazine-dect-today>
- Parks Market Snapshot, <https://www.parksassociates.com/blog/article/pr-08262020>
- Professional Paper, <https://www.dect.org/userfiles/Public/DECT%20Professional%20Overview%202020.pdf>
- Coming soon
  - DECT in Japan
  - DECT Evolution Explained



# Digital Media

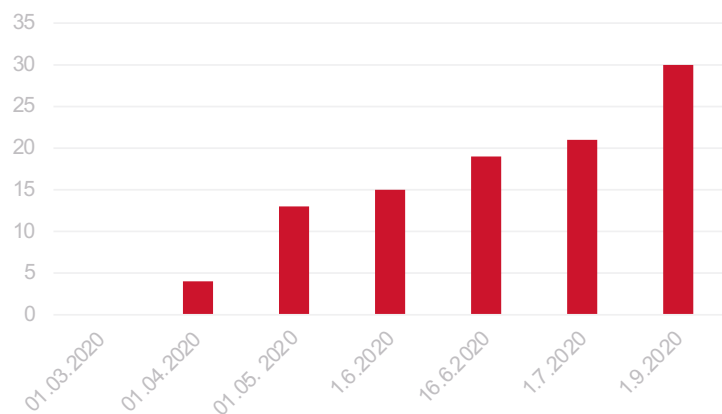


- Website refresh [www.dect.org](http://www.dect.org)
- LinkedIn simplified to a single open access group <https://www.linkedin.com/company/dect-forum/>
- Daily twitter [https://twitter.com/DECT\\_Forum](https://twitter.com/DECT_Forum)
- Own Youtube channel [https://www.youtube.com/channel/UCwY6W\\_4iDP\\_OE-UZNOXTX5yA](https://www.youtube.com/channel/UCwY6W_4iDP_OE-UZNOXTX5yA)

# Social Media Review



Number of movies

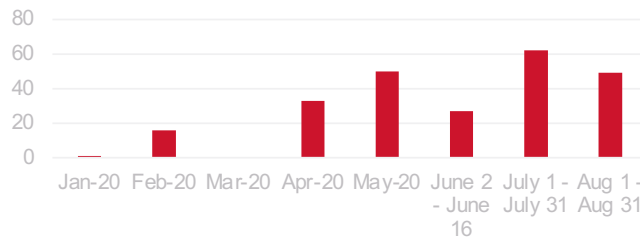


YouTube channel analytics 7.4.2020 - 31.8.2020					
	Views	Watch time	Subscribers	Impressions	Impressions click-through rate growth
7.4.2020 - 4.5.2020	149	3.7 hours	9	706	11.10%
1.5.2020 - 31.5.2020	110	2	6	653	6.90%
1.6.2020 - 16.6.2020	61	1.3	21	991	3.80%
1.7.2020 - 31.7.2020	108	2.3	29	1,600	29.00%
1.8.2020 - 31.8.2020	49	0.8	32	852	-10.00%

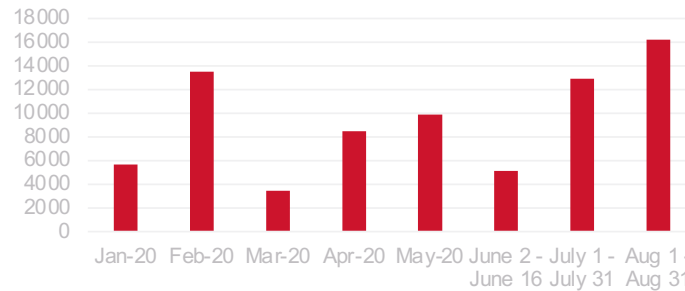
# Social Media Review



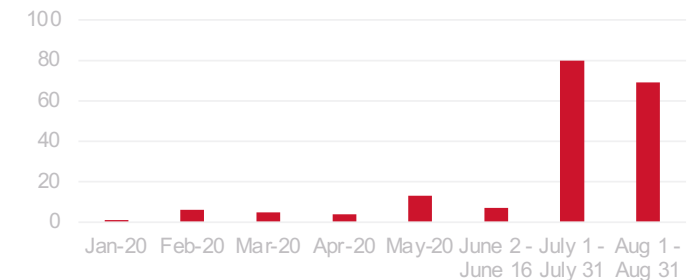
Tweets



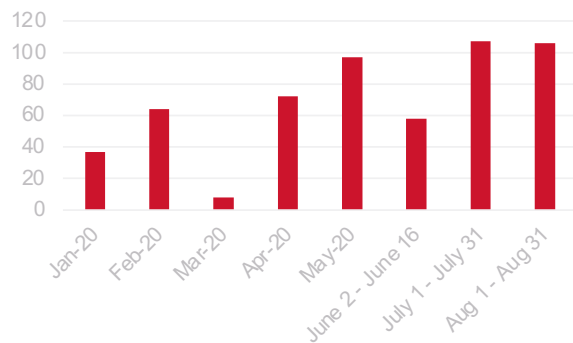
Tweet impressions



New followers



Profile visits



	Top Tweet this month	Tweet Impressions
Jan-20	Please register for DECT Forum Industry Thought Leader Workshop	349
Feb-20	DECT Forum will exhibit at EmBedded World	1960
Mar-20	ULE is the wireless technology for Smart Home Products	246
Apr-20	Research shows landline usage has increased	744
May-20	Radio coverage is very important in a DECT installation @Spectralink talks	722
June 2 - June 16	Great Quote: "Orange dumped Z-Wave in favour of ULE"	451
July 1 - July 31	ULE enabling battery powered Alexa smart speaker @DSPGInc video	589
Aug 1 - Aug 31	Very responsive, @AVM_DE! Give the customers what they want!	1,303

# Social Media Review

DECT Forum Company					
	Followers	1.4.2020 - 5.5.2020	1.5.2020 - 31.5.2020	1.7.2020 - 31.7.2020	1.8.2020 - 31.8.2020
Members	173	175	177	182	187
Recent posts	Total of 7 posts in prev 12 months	4	3	10	11
Analytics - Last 30 days					
Unique visitors		10	19	29 (+31%)	23
New followers		2	2	5	6
Post impressions		319	169	755 (+102%)	941 (+21%)
Custom button clicks		0	0	0	5
DECT Forum Group					
Followers					
At 6.4.2020	377	379	380	380	380
Recent posts	0	4	3	0	0

## Next projects

- Further papers
  - Security advantages of DECT wireless
  - Gateway integration for ISPs
  - DECT applications in Independent Living
- Animated movies to explain DECT as modern-day wireless technology
- Refresh of member communication
- DECT Awards 2021





**Please join us 😊**

