



IPTC Autumn Meeting 2004  
to be held at  
**Park Hotel Hotel, Amsterdam, The Netherlands**  
Stadhouderskade 25, 1071 ZD Amsterdam

6<sup>th</sup> to 8<sup>th</sup> October 2004

## Agenda

### Public Relations Committee

**1400 hrs on 8<sup>th</sup> October 2004**

- Item 1 Minutes of meeting held on the 27 May 2004 (PRC0404)
- Item 2 Matters Arising
- Item 3 Chairman's report (about events and developments since the last meeting)
- Item 4 Branding IPTC taxonomies as "NewsCodes"
- Item 5 IPTC-OK buttons (see: [http://www.iptc.org/pages/about\\_iptcokbtn.php](http://www.iptc.org/pages/about_iptcokbtn.php) )
- Item 6 Review of IPTC web sites
- Item 7 Review of IPTC printed publications (Mirror, etc.)
- Item 8 Business Case document – appeal for submissions
- Item 9 Promotion of IPTC Standards
- Item 10 Nexpo and Ifra presentations
- Item 11 Autumn meeting press release
- Item 12 Any other business
- Item 13 Date and place of next meeting

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