



Spring Meeting 2006

to be held at

Vancouver Marriott Pinnacle Downtown

1128 West Hastings Street
Vancouver, British Columbia V6E 4R5 Canada

27 to 29 March 2006

Agenda

Public Relations Committee

1015 hrs on 27 March and 1530 hrs 29 March 2006

Document history				[Document URN: urn:iptc:workdoc:prc:0601:1]
Revision	Issue Date	Pages	Author (revised by)	Remark
1	2006-03-03	1	Michael Steidl	

- Item 1 Introduction to and discussion of: Branding of new IPTC standards for news exchange (“NewsML 2”)
(Hint from Wikipedia: In marketing, a **brand** is the symbolic embodiment of all the information connected with a product or service. A brand typically includes a name, logo, and other visual elements such as images, fonts, color schemes, or symbols.)
continued on 29 March:
- Item 2 Minutes of meeting held on the 26 October 2005 (PRC0506.1)
- Item 3 Matters Arising
- Item 4 Chairman’s report (about events and developments since the last meeting)
- Item 5 Discussion and decision on: Branding of new IPTC standards for news exchange (“NewsML 2”)
- Item 6 Generic graphic design for new IPTC brands and the IPTC web site
- Item 7 Upcoming IPTC Events:
- Nexpo 2006 (3 April)
- Ifra Expo 2006 (9-12 October 2006, Amsterdam)
- News Standards Summit 2006 (autumn) - ??
- Item 8 IPTC publications:
- IPTC Web site
- IPTC Mirror
- IPTC Spectrum
- Item 9 Press release about the Spring Meeting
- Item 10 Any other business
- Item 11 Date and place of next meeting

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