

Marketing and implementation of standards developed within TC3 and SCs

1) Proposal for **working groups** (set-up according to similar target-groups):

- A Graphical symbols for use on equipment
- B Graphical symbols for diagrams and rules for the preparation of documents (including instructions and function charts)
- C Organization of information (structuring, classification and designation)
- D Data modelling and data element type definitions

2) Time schedule

Introduction	10 min
Working groups	40 min
Coffee break	15 min
Presentation of results	4 x 10 min
Discussion and conclusion	30 min

TC3-Workshop

3) Questions to be considered (proposal)

- Which aims for marketing can be identified? (use of standards, resources for standardization work,)
- Who are the potential target-groups of our standards? (Who are our "customers"?)
- How can experts be attracted to participate in standardization work?
- Which way can the target-groups be informed best? (letters, leaflets, press-releases, training, articles in technical periodicals, ...)
- Whose task is it to promote the use of our standards? Who should do what? (CO, TC, SC, WG, NCs, others)
- Which resources are needed for marketing? (manpower, skills, money, ...)
- What is the conclusion of the WG?