**SATCOM I 2016 - Outreach strategy and action plan**

SATCOM aims to bring together representatives of the following broad groups of interested parties:

* satcom *users*: those actively using satcom systems for scientific research in meteorology, oceanography or other related fields
* the satcom *network operators* (including their commercial agents where appropriate): who specify system designs, operate the satellites and sell satellite airtime
* the satellite *terminal manufacturers* (including their commercial agents and distributors where appropriate): who design, manufacture and sell satcom terminals

For SATCOM I to be a success, we will need to ensure that each group is properly engaged with and delegates are convinced that they will attend.

Users:

* advertisement via WMO, IOC and related international channels
* preparation of a PDF poster to circulate to relevant research institutions and universities
* engagement with learned societies and professional/technical bodies, such as SCAR, TOS, Challenger Soc, RMetS, AMS, etc

Network operators:

These are relatively few in number and can be listed easily!

* Inmarsat
* Iridium
* Orbcomm
* Thuraya
* Globalstar
* ARGOS
* CGMS (i.e. GOES/Meteosat/etc DCP)
* O3b
* LightSquared
* Intelsat
* Eutelsat
* SES

Representatives from Iridium, ARGOS, Orbcomm, Globalstar and CGMS have attended previous meetings. Thuraya and Inmarsat should be pursued. Could committee members who have contacts with these companies please invite them?

Terminal manufacturers

Again, a number of manufacturers have already engaged, but we should try and cast the net widely. I’d ask exec committee members who have contacts with terminal manufacturers to please extend the invitation to them.