

CGMS 40 – Lugano, Switzerland

# CGMS Outreach Activities



# Summary

1. Create CGMS brochure/flier to commemorate 40<sup>th</sup> year
2. Produce electronic newsletters and factsheets on activities of the WGs, links to the International Scientific WGs, joint achievements, etc.
  - In this way, better leverage the CGMS website
3. Review participation/representation at key conferences and meetings
4. Work together to better articulate the socio-economic benefits of operational meteorological satellites

CGMS Restructuring Task Force addressed improved communications, public relations, and outreach.

# Conclusion



- \* At CGMS 40, members will be invited to help identify clear and concrete ways they can contribute to outreach goals
- \* Some of these ways might include:
  - Contributing content for CGMS website and materials
  - Including CGMS branding and materials at appropriate conferences and exhibits in their counties and regions
  - Sharing information developed for internal purposes that might benefit all CGMS members, such as socio-economic benefit research

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**Thank you! Questions?**

