

# DTW 2024 Catalyst Checklist

## Checklist

## Quick Links

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Below you will find checklists of what you should be doing during the cycle relevant to your project status level

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### 1. Checklist

Below we have broken down the full cycle checklists dependent on whether they are full Catalyst team tasks, individual company tasks or individual member tasks.

Whole Catalyst Team

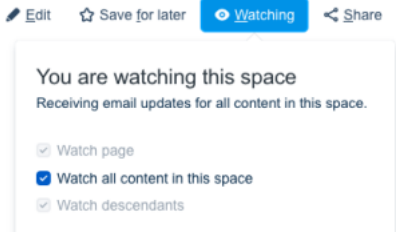
Task	Who completes	Notes & Links
Please see the <a href="#">Catalyst member help desk</a> for project webpage updates how-to-guides.		
<input type="checkbox"/> Maintain your <a href="#">project webpage Team members</a> section	Whole Catalyst Team	<ul style="list-style-type: none"> <li>Catalyst project teams are responsible to add new team members to the <a href="#">Team members</a> section on their <a href="#">Catalyst project webpage</a></li> <li>Everyone working on the project must be added as a team member to be recognized as a member of the project team and get access to various resources and platforms.</li> <li>This list feeds into several critical functions including: <ul style="list-style-type: none"> <li>Company logos &amp; team member appearing on the website</li> <li>Team email address distribution lists</li> <li>Access to follower and onsite lead data</li> <li>Inclusion in Catalyst operations communications</li> </ul> </li> </ul>
<input type="checkbox"/> Upload collateral for public viewing to your project webpage <a href="#">Resources</a> section	Whole Catalyst Team	<ul style="list-style-type: none"> <li>Teams must upload any collateral they wish to share with the public including Award Judges <ul style="list-style-type: none"> <li>This includes Videos/Video links, PPT, Whitepapers</li> </ul> </li> <li>Your project webpage Resource section will act as the virtual "show bag" for your project</li> <li>Each Company in project can add ONE promotional item to this space (video, flyer, brochure, etc)</li> </ul>
<input type="checkbox"/> Choose project 'Experience theme'		<p>All content-driven activities at DTW-Ignite will also be linked to an 'Experience' theme including your Catalyst's Arena schedule kiosk locations. All teams MUST:</p> <ol style="list-style-type: none"> <li>View <a href="#">Experience themes and descriptions</a></li> <li>COLLECTIVELY identify two themes that best relate to the project work - We understand that there may not be just one or a perfect match</li> <li>Submit ONE <a href="#">DTW-Ignite 2024 Catalyst Experience theme selections</a> form</li> </ol> <p>The TM Forum will do our best to confirm one of the choices provided by the teams. Project experience theme assignments will be announced 1-2 weeks after the deadline.</p>

<input type="checkbox"/> Set up regular check-ins with your Catalyst success manager (CSM)	Catalyst team leadership	Each Catalyst team has been assigned a dedicated TM Forum Catalyst Success Manager (CSM) to support and assist as needed and help answer any questions you may have regarding the Catalyst program. They will be checking in on a regular basis to make sure you are getting all the information.
<input type="checkbox"/> Attend/View Marketing & Catalyst program webinars	Whole Catalyst Team	Throughout the cycle there will be regular webinars containing information about the cycle and deliverables, these will become available throughout the cycle <a href="#">here</a> .
<input type="checkbox"/> Identify Catalyst project team leadership and roles	Whole Catalyst Team	There are several leadership positions that we require all project teams to identify. Your team should decide who is best suited to fulfill these roles then update your team member profile in the Catalyst Team Tab in your Catalyst Space. A team member should only take on a single lead role so to not have one person responsible for multiple leadership roles. Details of team roles can be found <a href="#">here</a>
<input type="checkbox"/> Request Catalyst team Zoom account (optional)	Catalyst team leadership representative	<p>TM Forum can provide a unique ZOOM account for Catalyst teams to use to help as you work on your project, set up calls, conduct meetings/demos etc. <b>These are private and teams will be able to control who is allowed access to these calls.</b></p> <p>Fill out this <a href="#">form</a> with your <a href="#">project name</a> and <a href="#">URN</a> and name to request a ZOOM account for your Catalyst team.</p> <p><a href="https://projects.tmforum.org/jira/servicedesk/customer/portal/3/create/75">https://projects.tmforum.org/jira/servicedesk/customer/portal/3/create/75</a></p> <p>A Zoom email and password will then be provided for team to use to set up calls for the duration of the Catalyst cycle. This can then be shared with other team members.</p> <p>Add new team members to any meeting invites or email your team uses for internal communications.</p>
<input type="checkbox"/> Attend regular Catalyst project team meetings	Whole Catalyst Team	<p>Teams should be holding regular calls through the cycle with active participation from both Participant and Champion representatives.</p> <p>Project leads to commence meetings and have should document with meeting notes in Confluence private co-working space</p> <p>See above checklist item for requesting a dedicated Catalyst project team ZOOM account.</p>
<input type="checkbox"/> Request Catalyst team private co-working space (confluence) *optional	Catalyst team leadership representative	<p>TM Forum can provide a private online co-working space in Confluence for Catalyst teams to use to help as you work on your project. Use of this space is restricted and only contracted members of your team will be granted access permission.</p> <ol style="list-style-type: none"> <li>1. Please fill out this <a href="#">Catalyst team help request form</a></li> <li>2. We will provide a direct link to your space once it is built. This link should be shared with all project team members</li> <li>3. The team must request to add/remove members from this list via this <a href="#">Catalyst team help request form</a></li> </ol> <p>Here is a link with a few tips on how to get started with your Confluence work area <a href="https://projects.tmforum.org/wiki/display/CCNCFE/Getting+started">https://projects.tmforum.org/wiki/display/CCNCFE/Getting+started</a></p>
<input type="checkbox"/> Request Catalyst team CurateFx Tool (Optional)	Catalyst team leadership representative	<p><i>Get access to the tool in order to capture the Catalyst story and model. Access will initially be given to project leads, ensure you check your log-in.</i></p> <ul style="list-style-type: none"> <li>• CurateFx is a SaaS tool available to all Catalyst teams that has been used by 80+ catalyst projects across a range of digital transformation and digital ecosystem projects. Through its unique structured collaboration platform it enables teams to work more effectively, consistently and efficiently throughout the lifecycle of the catalyst project.</li> <li>• Please contact <a href="mailto:kevin@tr3dent.com">Kevin McCaffrey</a> at <a href="mailto:kevin@tr3dent.com">kevin@tr3dent.com</a> and provide 3 key contacts who will manage CurateFx Input</li> <li>• More info: <a href="http://www.tmforum.org/curatefx/">www.tmforum.org/curatefx/</a></li> </ul>

Company

Task	Who completes	Notes & Links
<input type="checkbox"/> Add company logo and privacy policy to your project page	Each Company in project	<ul style="list-style-type: none"> <li>Members are responsible for adding/updating their company logo to the project webpage</li> <li>Member will only be able to add the logo for their company</li> <li>Accepted files are .jpg, .gif, .png</li> <li>When a Company logo is added/updated on one Catalyst project webpage, it will automatically be updated to all other Catalyst projects that company is a member of</li> </ul> <p><b>TIP:</b> Crop / remove any "padding" around your logo image before uploading it for it to appear larger on the Project webpage</p> <p>Please see the <a href="#">Catalyst help desk</a> for further information surrounding the project page and how-to-guides</p>
<input type="checkbox"/> Submit high resolution corporate logo for event onsite Catalyst signage	Each company in the project	<ul style="list-style-type: none"> <li>Logo files should be supplied in a high res format preferably VECTOR files. Vector files are scalable and do not lose integrity if scaled. They are normally files ending in .ai (preferred) OR .eps</li> <li>Files ending in .svg, or .pdf will need to be checked by the designer before confirming if they are of acceptable quality.</li> <li>NOT ACCEPTED: Logo files end with .png, .jpg or .jpeg. These files are compressed and are not good enough quality to be enlarged and printed. This is why we cannot use the logo from your Catalyst project webpage.</li> <li>Submit your logo to <a href="mailto:CatalystsOps@tmforum.org">CatalystsOps@tmforum.org</a> and include Company name and project URN in email.</li> <li>Logos may be withheld from signage until the Catalyst SOW is signed.</li> </ul>

#### Individual

Task	Who completes	Notes & Links
<input type="checkbox"/> Watch the DTW - Ignite 2024 Catalyst Cycle Homepage	Individual project member	<p>Follow the DTW 24 homepage to get notified when there are any updates to this space with deadlines, to follow the page go to the page <a href="#">here</a></p> 
<input type="checkbox"/> Register for DTW24 - Ignite	Individual project member	<p><b>All Catalyst project team members attending the event, including Arena presentation speakers, must register themselves - we do not register for you!</b></p> <ul style="list-style-type: none"> <li>See <a href="#">Visa Invitation letter &amp; Registration Passes</a> for full details</li> </ul>