

DTW 2024 Catalyst Marketing Toolkit

Marketing Toolkit

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Welcome to the Marketing Toolkit! Here you will find everything you need to contribute to the success of your Catalyst project.

During the cycle of your project there will be key deliverables and milestones that need to be executed and some of those will require resources provided by TM Forum. This page is where all those resources will be continuously updated and uploaded, available to all project members.

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1. Social Media and PR

When posting on social media to promote your projects, use the below hashtags & handle so we can share your posts with our followers.

[@TMForum](#) [#TMForum](#) [#Catalysts](#) [#TMFDigital](#) [#DTW24](#) [#IGNITE](#)

Follow us [on LinkedIn](#) and join our dedicated TM Forum [Catalyst Group](#) to keep up to date with all posts

2. Bespoke project promotional resources

This area will be your main go-to on this page. It will contain the majority of the bespoke resources and information for your project. Open the kit below, find your project to access your unique resources.

URN	Project Name	Project Web Page	Feature image	Social banner	LinkedIn post	Twitter post	Trailer video
C24.0.619	Wholesale fibre broadband standardization	https://www.tmforum.org/catalysts/projects/C24.0.619/	Link to feature image	Link to social banner			
C24.0.621	WebAssembly canvas - Phase II	https://www.tmforum.org/catalysts/projects/C24.0.621/webassembly-canvas-phase-ii	Link to feature image	Link to social banner	Link to LinkedIn post	Link to Twitter post	Link to trailer video
C24.0.622	BiMa: Billing integration for marketplaces - Phase II	https://www.tmforum.org/catalysts/projects/C24.0.622/bima-billing-integration-for-marketplaces-phase-ii	Link to feature image	Link to social banner	Link to LinkedIn post	Link to Twitter post	
C24.0.624	CABOOM! Converged access B2B2C over ODA marketplace – Phase III	https://www.tmforum.org/catalysts/projects/C24.0.624/	Link to feature image	Link to social banner	Link to LinkedIn post	Link to Twitter post	
C24.0.625	Holistic intelligence & GenAI to accelerate 5G monetization	https://www.tmforum.org/catalysts/projects/C24.0.625/business-driven-automation-enabled-by-360-observability-and-intelligence	Link to feature image	Link to social banner			
C24.0.626	INNOVATION PIONEER PROJECT: Maximizing the value of TM Forum assets using AI and machine-readable models	https://www.tmforum.org/catalysts/projects/C24.0.626/innovation-pioneer-project-maximizing-the-value-of-tm-forum-assets-using-ai-and-machinereadable-models					
C24.0.628	LOKI - LLM O&M Knowledge Integrator	https://www.tmforum.org/catalysts/projects/C24.0.628/	Link to feature image	Link to social banner	Link to LinkedIn post	Link to Twitter post	

C24.0.631	Harnessing GenAI's business value for operations transformation	https://www.tmforum.org/catalysts/projects/C24.0.631/	Link to feature image	Link to social banner	Link to LinkedIn post	Link to Twitter post	Link to trailer video
C24.0.632	Autonomous CEI for zero-touch 5G and wifi networks - Phase IV	https://www.tmforum.org/catalysts/projects/C24.0.632/autonomous-cei-for-zero-touch-5g-and-wifi-networks-phase-iv	Link to feature image	Link to social banner	Link to LinkedIn post	Link to Twitter post	
C24.0.636	Incident co-pilot	https://www.tmforum.org/catalysts/projects/C24.0.636/incident-copilot	Link to feature image	Link to social banner	Link to LinkedIn post	Link to Twitter post	
C24.0.637	Cellular to satellite communication	https://www.tmforum.org/catalysts/projects/C24.0.637/cellular-to-satellite-communication	Link to feature image	Link to social banner			
C24.0.638	Intent-driven slice management in autonomous network - Phase IV	https://www.tmforum.org/catalysts/projects/C24.0.638/intentdriven-slice-management-in-autonomous-network-phase-iv	Link to feature image	Link to social banner	Link to LinkedIn post	Link to Twitter post	Link to trailer video
C24.0.641	Large language models accelerate innovation and intelligent transformation	https://www.tmforum.org/catalysts/projects/C24.0.641/	Link to feature image	Link to social banner	Link to LinkedIn post	Link to Twitter post	
C24.0.642	Unlock conversational data insights: Automating virtual agent	https://www.tmforum.org/catalysts/projects/C24.0.642/	Link to feature image	Link to social banner			
C24.0.643	AI-driven product configuration and provision	https://www.tmforum.org/catalysts/projects/C24.0.643/	Link to feature image	Link to social banner	Link to LinkedIn post	Link to Twitter post	Link to trailer video
C24.0.646	Unleash 5G monetization with autonomous operations	https://www.tmforum.org/catalysts/projects/C24.0.646/unleash-5g-monetization-with-autonomous-operations	Link to feature image	Link to social banner			
C24.0.648	GenAI Powered toolkit for network & service management	https://www.tmforum.org/catalysts/projects/C24.0.648/generative-ai-based-digital-toolkit-for-network-and-service-discovery-and-intent-based-service-orchestration	Link to feature image	Link to social banner			
C24.0.650	Realtime intelligent customer experiences	https://www.tmforum.org/catalysts/projects/C24.0.650/realtime-datadriven-ecosystem-for-growth	Link to feature image	Link to social banner	Link to LinkedIn post	Link to Twitter post	
C24.0.651	Autonomous networks hyperloops - Phase VI	https://www.tmforum.org/catalysts/projects/C24.0.651/autonomous-networks-hyperloops-phase-v	Link to feature image	Link to social banner	Link to LinkedIn post	Link to Twitter post	
C24.0.652	Data-to-NPS: Boosting NPS using decision intelligence	https://www.tmforum.org/catalysts/projects/C24.0.652/	Link to feature image	Link to social banner	Link to LinkedIn post	Link to Twitter post	
C24.0.654	AI-driven offer lifecycle management	https://www.tmforum.org/catalysts/projects/C24.0.654/	Link to feature image	Link to social banner			
C24.0.655	Portable private network	https://www.tmforum.org/catalysts/projects/C24.0.655/portable-private-network	Link to feature image	Link to social banner	Link to LinkedIn post	Link to Twitter post	
C24.0.658	GenAI Hyperautomation for Customer and Business Operations	https://www.tmforum.org/catalysts/projects/C24.0.658/governance-practice-for-multiple-heterogeneous-it-system-architecture-of-largescale-group-company	Link to feature image	Link to social banner			
C24.0.663	Transforming Techco landscape through open digital experience to achieve sustainable business growth	https://www.tmforum.org/catalysts/projects/C24.0.663/elevate-digital-experience-through-foundation-models-mindset-to-achieve-sustainable-business-growth	Link to feature image	Link to social banner	Link to LinkedIn post	Link to Twitter post	
C24.0.664	ReNOVATE AI: Rejuvenating network build and operations through AI	https://www.tmforum.org/catalysts/projects/C24.0.664/network-ai-ops-transforming-telco-network-operations	Link to feature image	Link to social banner	Link to LinkedIn post	Link to Twitter post	
C24.0.667	Accelerating cognitive growth on WISE investment	https://www.tmforum.org/catalysts/projects/C24.0.667/cognitive-intelligence-enables-wise-investment-for-sustainable-growth	Link to feature image	Link to social banner			
C24.0.672	AI agent empowering higher autonomous level	https://www.tmforum.org/catalysts/projects/C24.0.672/intentdriven-empower-autonomous-network	Link to feature image	Link to social banner			Link to trailer video
C24.0.673	AI for customer perception network optimization	https://www.tmforum.org/catalysts/projects/C24.0.673/	Link to feature image	Link to social banner			
C24.0.678	Beyond chatbots – Revolutionizing telecom with advanced generative AI	https://www.tmforum.org/catalysts/projects/C24.0.678/beyond-chatbots-revolutionizing-telecom-with-advanced-generative-ai	Link to feature image	Link to social banner			
C24.0.683	SATCOM + 5G anywhere - Phase II	https://www.tmforum.org/catalysts/projects/C24.0.683/	Link to feature image	Link to social banner	Link to LinkedIn post	Link to Twitter post	
C24.0.688	Technician as a salesman: Chat activation journey	https://www.tmforum.org/catalysts/projects/C24.0.688/telecom-onboarding-process-driven-completely-by-ai-and-nlp-use-case-technician-as-a-salesman	Link to feature image	Link to social banner			
C24.0.693	DarkNOC: GenAI propels insights driven NetOps	https://www.tmforum.org/catalysts/projects/C24.0.693/	Link to feature image	Link to social banner			Link to trailer video
C24.0.694	Interoperable logical resource management platform	https://www.tmforum.org/catalysts/projects/C24.0.694/	Link to feature image	Link to social banner			

C24.0.699	AI-Powered sustainable smart farming	https://www.tmforum.org/catalysts/projects/C24.0.699/aipowered-sustainable-smart-farming	Link to feature image	Link to social banner	Link to LinkedIn post	Link to Twitter post	
C24.0.700	Sustainable and autonomous IOT ecosystems	https://www.tmforum.org/catalysts/projects/C24.0.700/sustainable-and-autonomous-iot-ecosystems	Link to feature image	Link to social banner	Link to LinkedIn post	Link to Twitter post	Link to trailer video
C24.0.705	GenAI empowers computing force network	https://www.tmforum.org/catalysts/projects/C24.0.705/	Link to feature image	Link to social banner	Link to LinkedIn post	Link to Twitter post	Link to trailer video
C24.0.710	DBM: Securing the supply chain - Phase VII	https://www.tmforum.org/catalysts/projects/C24.0.710/dbm-securing-the-supply-chain-phase-vii	Link to feature image	Link to social banner			
URN	Project Name	Project Web Page	Feature image	Social banner	LinkedIn post	Twitter post	Trailer video
M24.0.620	Mighty Minions: Unleashing domain-specific GenAI via SLMs	https://www.tmforum.org/catalysts/projects/M24.0.620/	Link to feature image	Link to social banner			
M24.0.629	Sustainability telco by green network evolution - Phase II	https://www.tmforum.org/catalysts/projects/M24.0.629/sustainability-telco-by-green-network-evolution	Link to feature image	Link to social banner	Link to LinkedIn post	Link to Twitter post	
M24.0.634	GenAI genie redefines CX	https://www.tmforum.org/catalysts/projects/M24.0.634/genai-genie-redefines-cx	Link to feature image	Link to social banner			
M24.0.644	DataFusion enables smart mobility	https://www.tmforum.org/catalysts/projects/M24.0.644/	Link to feature image	Link to social banner			
M24.0.659	GenAI powered language agnostic business operations	https://www.tmforum.org/catalysts/projects/M24.0.659	Link to feature image	Link to social banner			
M24.0.665	AI Smart CapEx for green and efficient network investments	https://www.tmforum.org/catalysts/projects/M24.0.665/	Link to feature image	Link to social banner			
M24.0.676	GenAI for AN	https://www.tmforum.org/catalysts/projects/M24.0.676/genai-for-an	Link to feature image	Link to social banner	Link to LinkedIn post	Link to Twitter post	
M24.0.679	Sustainable live streaming	https://www.tmforum.org/catalysts/projects/M24.0.679/	Link to feature image	Link to social banner			
M24.0.698	Responsible AI - Phase II	https://www.tmforum.org/catalysts/projects/M24.0.698/responsible-ai	Link to feature image	Link to social banner	Link to LinkedIn post	Link to Twitter post	
M24.0.701	AI-powered fraud defence: Turning vulnerability into profitability	https://www.tmforum.org/catalysts/projects/M24.0.701/	Link to feature image	Link to social banner			
M24.0.707	Network service monetization through standardized APIs - Phase III	https://www.tmforum.org/catalysts/projects/M24.0.707/network-service-monetization-through-standardized-apis-phase-iii	Link to feature image	Link to social banner	Link to LinkedIn post	Link to Twitter post	
M24.0.708	AI-driven EBITDA mastery: Revolutionizing customer journeys	https://www.tmforum.org/catalysts/projects/M24.0.708	Link to feature image	Link to social banner			
M24.0.709	SmartHive xG	https://www.tmforum.org/catalysts/projects/M24.0.709/costeffective-5g-use-cases-for-a-green-field-deployment-to-colombo-port-city	Link to feature image	Link to social banner			
M24.0.713	AI chat agent: The game-changer for telecoms	https://www.tmforum.org/catalysts/projects/M24.0.713/the-new-way-to-reach-future-customers-ai-chatbots-are-the-gamechanger-for-telecoms	Link to feature image	Link to social banner			

3. General Catalyst promotion resources

SOCIAL IMAGES	
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4. General use Catalyst slide deck

NOT FOR ONSITE ARENA PRESENTATION USE

Moonshot slide deck - [TM_Forum_Moonshot_Catalyst_Powerpoint_2024_Template.pptx](#)

Open Innovation slide deck - [TM_Forum_Open_Innovation_Catalyst_Powerpoint_2024_Template.pptx](#)

5. Catalyst Arena slide deck - for use on Arena stage at DTW24 - Ignite

[Details for Arena stage presentation.](#)

6. Ignite Catalyst Trailer Video Guidelines

Speaking for your Catalyst for your Trailer Video? Check out our [guidelines here!](#)