

## Mission Statement

### OPC Marketing Control Board Charter

#### Purpose

The purpose of the OPC Foundation's Marketing Control Board (MCB) is having a small team manage the day-to-day marketing operation of the OPC Foundation (rather than relying on a single individual). The MCB discusses, directs and supervises all marketing activities, for instance on focus, strategy and wording of marketing, activities like trade show, all kind of collaterals and presentations, videos, web, press activities, social media, and more. The MCB is also a first-level gate for new activities related to marketing.

#### Membership

The core MCB members are:

- The OPC Foundation President,
- The OPC Foundation Vice President,
- The Director of Marketing,
- The chair of the OPC Foundation Technical Control Board (TCB).

Other MCB Members can be nominated by the MCB. The nomination has to be approved by the core MCB members (unanimously) and the BoD (simple majority required). Only representatives of OPC members in good standing are allowed to participate. Qualifications are:

- Intimate knowledge of the OPC UA standard and processes,
- Deeply involved in daily OPC business,
- Able to present and communicate OPCF in an unbiased way
- Ability to participate in scheduled every two-week MCB meetings.

All MCB members need to follow the OPC Code of Conduct (<https://opcfoundation.org/about/working-groups/codeofconduct/>) and the OPC Antitrust Policy (<https://opcfoundation.org/opcf-antitrust-policy.pdf>). Participation in the antitrust online training is also required. Contact the MCB chairperson for instructions to do that.

#### Term

Core members have no set term. Participation of additional members has to be renewed every year. In this renewal process it will be assessed if the qualifications are met.

#### Chairperson

The MCB is chaired by the OPC Foundation President or Vice President or OPC Foundation Marketing Director or a representative of a board member company.

#### Meetings

The MCB meets every two weeks. Meetings are electronic. Attendance at meetings is expected of all council members. Frequent lack of attendance is grounds for dismissal.