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|  |  **Radiocommunication Advisory Group Geneva, 10-13 May 2016** |  |
| **INTERNATIONAL TELECOMMUNICATION UNION** |  |
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| Director, Radiocommunication Bureau |
| ITU Radio Regulations 110th Anniversary (30/10/2016)celebration ceremony and promotion campaign |

# Background

30 October 2016 will mark the 110th anniversary of the signing of the first Radio Regulations – the international regulatory framework that enables and underpins global radiocommunications. In order to include as much as possible members of the ITU-R community, it is planned to celebrate the 110th anniversary of the Radio Regulations in conjunction with the opening of the World Radiocommunication Seminar on Monday, 12 December 2016, which expects some 400+ participants.

The 110th anniversary segment of the Seminar will be a dynamic mix of video, panel discussions and keynote speeches, widely promoted via ITU’s media and social media channels. In the run up to the event, as well as the specific day of the anniversary itself, ITU will publish thought leadership blogs (from ITU-R membership and BR Director) on the importance of the Radio Regulations – past, present and future.

# Objectives

Reinforce messaging on the importance of WRCs and the Radio Regulations, the international regulatory framework for radiocommunications, as well as ITU’s work in ensuring the global management of the radio-frequency spectrum and satellite orbits, which enables people to live and travel safely while enjoying high performance radiocommunications.

Highlight the history with key developments, especially over the last 20 years, and explore future trends, such as mobile broadband, broadcasting, earth exploration and monitoring, along with navigation at sea and in the air, global flight tracking, unmanned aircraft and wireless avionics.

Strengthen the importance of the Radio Regulations and ITU’s role therein with ITU’s membership, old and new, and catalyse discussions for future effectiveness and innovation.

# 110th Anniversary Ceremony

At the opening of the World Radiocommunication Seminar, Monday, 12 December 2016

09:45 – Opening remarks by Secretary-General and BR Director

09:55 – Video on History of Radio Regulations

10:00 – Panel discussion: The Sky is Not the Limit – Are there Synergies in Satellite communications, Mobile and Broadcasting?

10:45 – Panel discussion: The Future is Wireless – Radiocommunications for the Next Generation

11:30 – Video on the Future of Radiocommunications

11:35 – Coffee break

# Pre-event planning

**TV production:**

Two videos: One on the history to be screened as a curtain raiser; the other on the future of radiocommunications, screened at the closing of the ceremony.

Script and re-edit existing historical footage where possible to prepare a historical video on ITU-R and radio regulations.

Film key people at upcoming events, such as RAG (10–13 May), Council (25 May – 2 June), GLIS (6–7 June), International Satellite symposium (13–14 June) for sound bites taking a look at the importance of ITU-R’s role in spectrum management and the future of radiocommunications: How does the work of ITU in allocating spectrum prepare for future communications in an increasingly wireless world. Target GSMA, EBU, EOSA, NASA, BR Director etc.

**Blogs:**

Series of (guest) blogs x 6 in the lead up to the date of the anniversary (30 October) and the December event on spectrum and Radio Regulations. Target GSMA, EBU, EOSA, NASA, BR Director, etc.

**Promotion/Marketing:**

Conduct a social media targeted outreach via LinkedIN to raise awareness and promote webcast (tbc).

**Collect collateral:**

Historical footage and archival images, including 1946 Atlantic City photos, Titanic, shipping, oceanographic radars, radar stations, vehicular radar systems for collision avoidance, air traffic control, radio operators on aircraft, avionics, UAS, global flight tracking systems, sat-nav and other communications systems in vehicles, Sputnik, NASA earth monitoring satellites, earth stations/earth stations in motion, emergency communications and disaster relief, future mobile, IoT, past WRC posters, 100th anniversary images/posters etc.

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