



STRATEGIC ENGAGEMENT

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TSB (SED)



ITU Strategy

Universal Connectivity

Sustainable Digital
Transformation

TSB Director's Vision

Strengthening
SDOs
cooperation

Industry
engagement
& impactful
standards

Bridging the
standardization
gap

Visioning Exercise

Thought Leadership



Strategic Partnerships &
Membership Engagement



Organizational excellence





TSB Director
Vision, Mission, Strategy
& Executive office



Deputy Director

Study Group & Policy Department
Focus Groups, Study Groups

Universal
Connectivity

Digital
Transformation



Operations Planning Department
High quality tools, services, events,
logistics & publications

SED

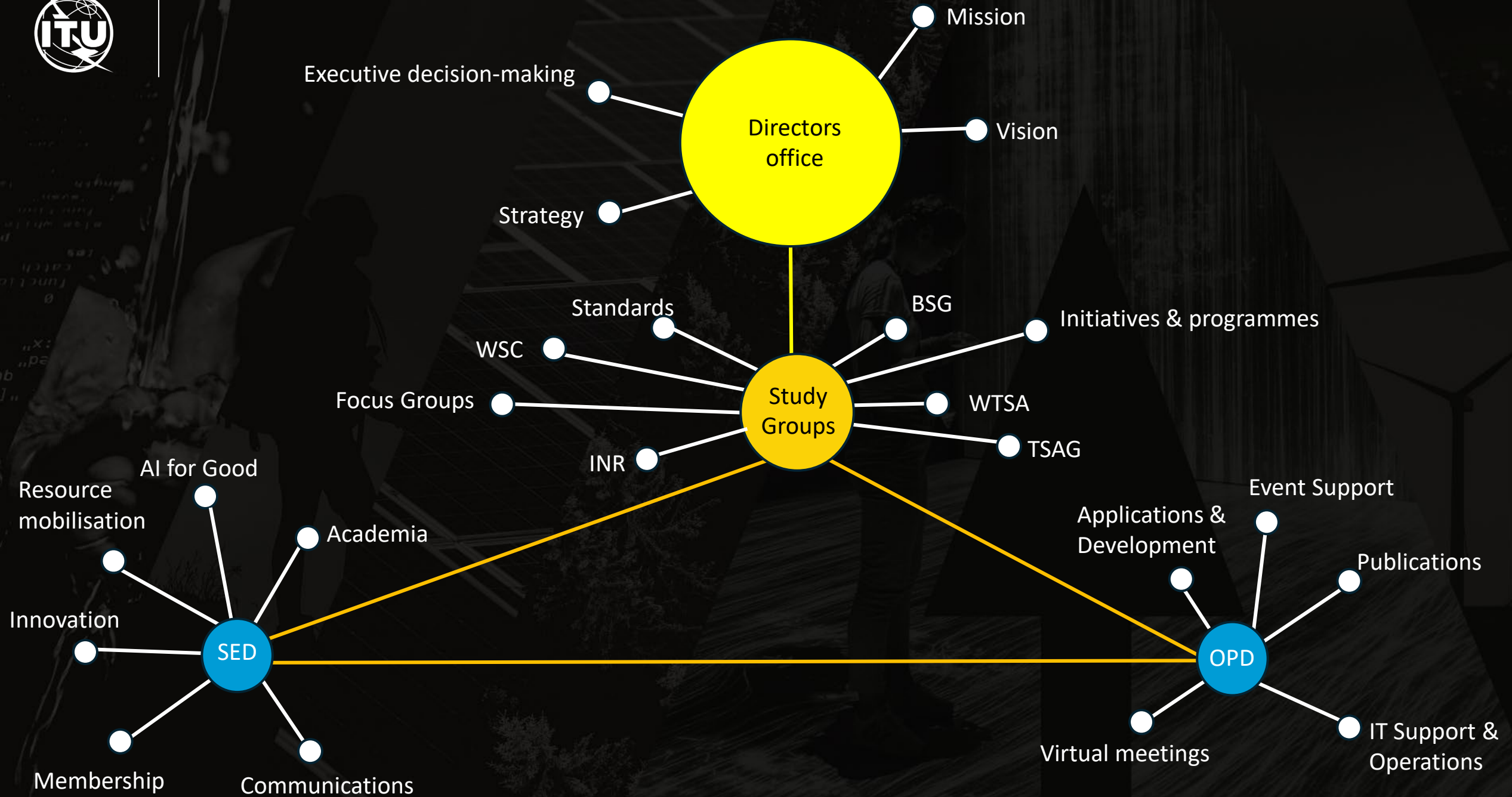
Attracts new topics,
experts, audiences,
members & support for
relevant standards work



SED

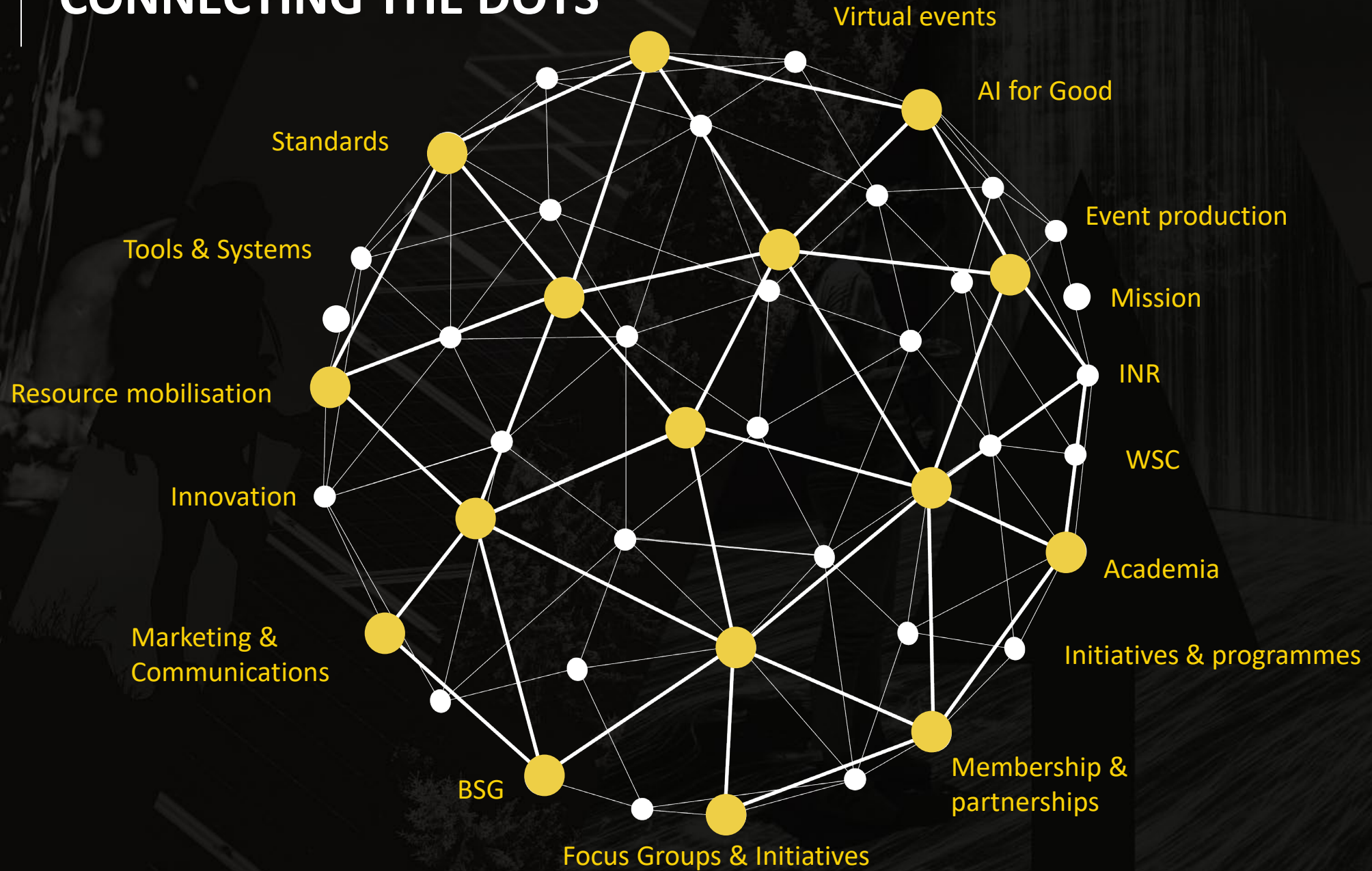
Promotes value of
standards, initiatives
and our platform to the
world

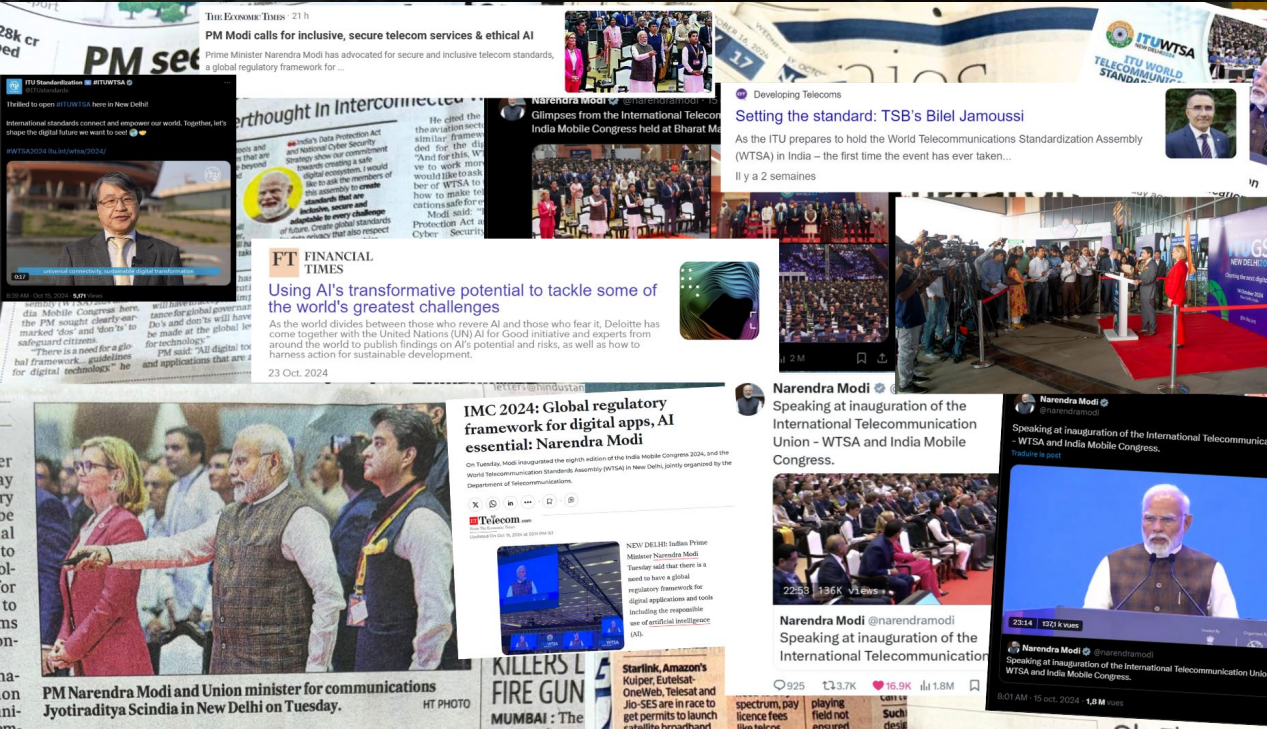






CONNECTING THE DOTS







Setting the Standard

Digital Marketing & Communications





DIGITAL MARKETING & COMMUNICATIONS



Corporate messaging



Social Media



Digital Marketing



Media Relations & PR



Branding & Design



**Microsites &
Surveys**



BBC NEWS

BUSINESS TODAY

UN hosts AI for Good Global Summit



BBC NEWS

EU passes landmark ruling on AI laws





COMMUNICATIONS



Objectives

- Highlight value of ITU standards and ITU standards process + global participation in standards development and implementation



Leveraging open events

- Promote ITU standards work
- Build and maintain collaboration
- Identify standards requirements
- Speak to new audiences



Coordinated with membership

- Common new member journey:
 - Open events – FGs – SGs
 - Targeted outreach (study groups defining new opportunities)



OBJECTIVES



**Meeting evolving
market needs**



**Membership
growth and evolution**



**Supporting digital
transformation across
sectors**



**Inclusion: Next-
gen, gender,
BSG, academia**



**Active participation in
emerging areas of ITU
standards work**



**Standards for action on
2030 Agenda for
Sustainable Development**



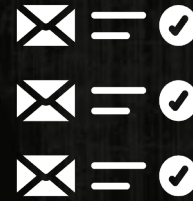
NEW COMMUNICATIONS TOOLS



TSB Newsletter



**Standard spotlight
animations**



Marketing lists



Branding & Design



**Member spotlights
social posts**



**Videos
& infographics**



Setting the Standard

Membership & Business Development





MEMBERSHIP & BUSINESS DEVELOPMENT



**Membership
Recruitment &
Retention**



**Business Development
& Partnerships**



**Market Research &
Analytics**



**Public Speaking &
Representation**

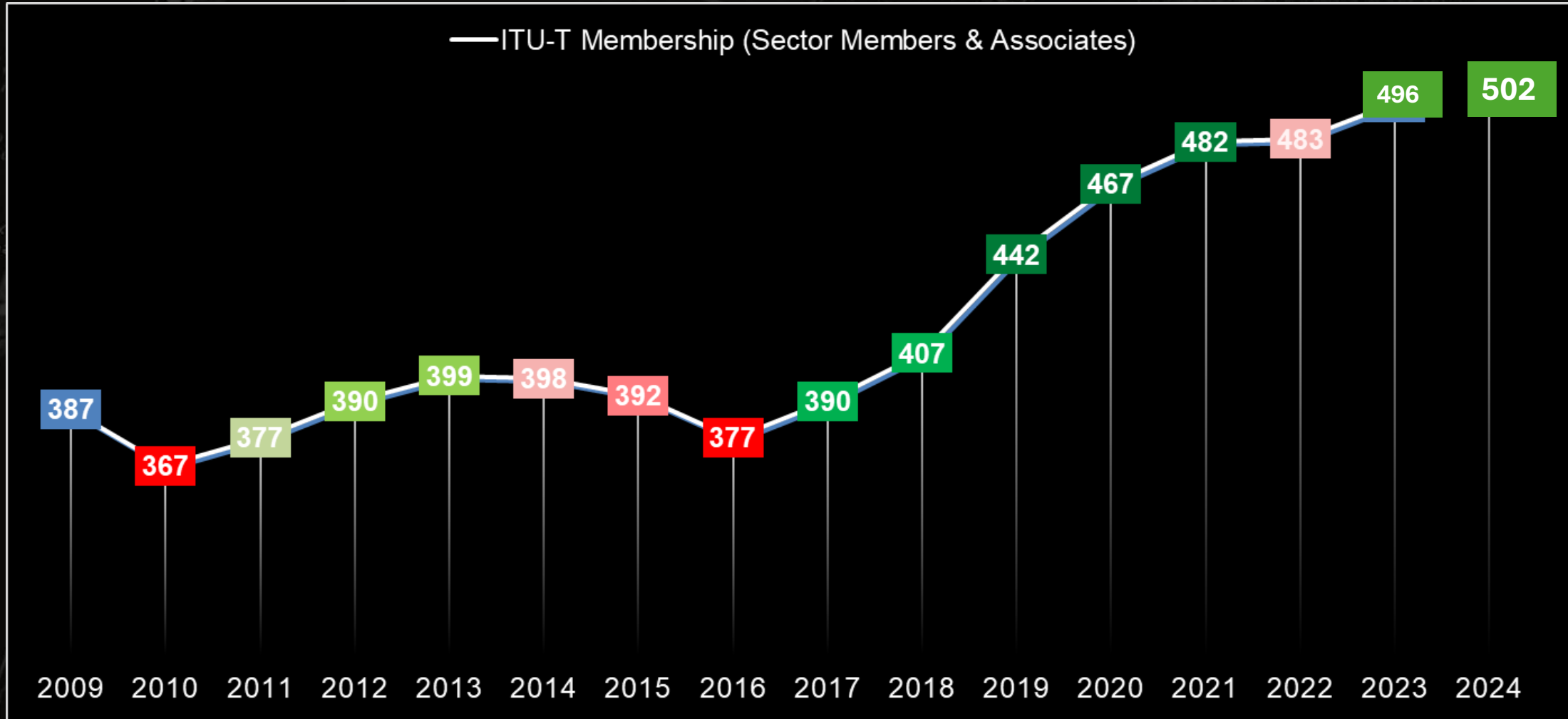


**Resource Mobilization
& Sponsorships**



MEMBERSHIP EVOLUTION

The figure for 2024 is as of September.





MEMBERSHIP EVOLUTION

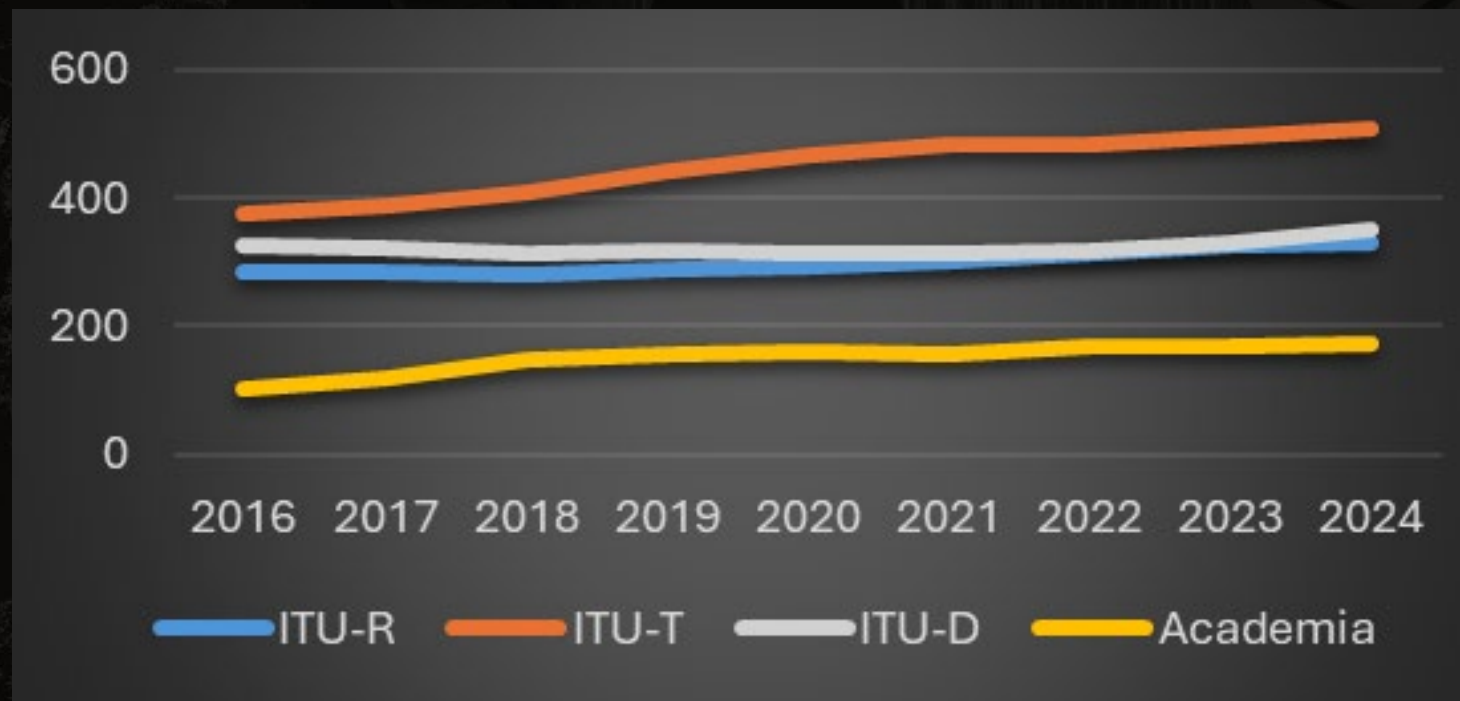
	ITU-R	ITU-T	ITU-D	Academia
Members per Sector	329	502	346	172
Revenue per Sector (as of 27 June 2024)	CHF 7,315,325	CHF 8,050,038	CHF 1,607,888	CHF 461,100

Net membership increase/decrease
per Sector since 2016

ITU-R: **+45**

ITU-T: **+125**

ITU-D: **+18**



you next year!
2025



AI for Good Global Summit





Identify

practical applications of AI



Scale

solutions for global impact



Accelerate

progress towards the UN
Sustainable Development Goals

































































47 UN organizations



AI FOR GOOD EVOLUTION

2017													
2018													
2019													
2020													
2021													
2022													
2023													
2024													
2025													
	In-person summit	Virtual programming	Focus Group & initiatives	Innovation Factory	Machine learning challenges	AI & art	Robotics	AI Governance Day	BMI	Impact Initiative	Regional events	Research/ Reports	Courses & trainings



ITU AI AREAS OF ACTION



Technical standards



Capacity development



Policy & regulatory assistance



UN system-wide coordination



**Multi-stakeholder dialogue
platform**



Setting the Standard

Innovation & Best Practices





INNOVATION & BEST PRACTICES



**Real time
analytics**



**E-Commerce &
payments**



**AI powered team
assessments**



Avatars



**AI academic
courses**



**Generative AI
(Text/image/Video)**



Merchandising



Microsites



Matchmaking



**Metaverse Art
Gallery**



**Physical & virtual
Event production**





Setting the Standard

Strategic Initiatives, Knowledge Transfer & Academia





STRATEGIC INITIATIVES, KNOWLEDGE TRANSFER & ACADEMIA



Strategic Initiatives



Academia



Reports



**UN and Diplomatic
briefings**



Online courses



Security Labs



**In-person & Virtual
Trainings**



**Platform for UN &
IO partnerships**