tScheme News

tScheme Website
tscheme Members area

Issue 4

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A monthly tScheme round-up from the Secretariat

September/October 2001

In a month dominated by tScheme's first big foray into the high flying world of International Conferences, the Secretariat still have rather a lot of other work to report. To those of you who made it down to the ISSE, a huge thank you on behalf of the tScheme membership.

ISSE 2001

In a small corner, not too far from the busy catering zone, stood W57. It was destined to become the tScheme stand.

The stand was simple and effective (and low budget, yet extremely professional) especially in comparison to the huge, IKEA showroom style stands surrounding us. The main thing was the steady stream of visitors, including from most EU Member states.

The icing on the cake at this successful event, were two independent mentions of tScheme - firstly by Douglas Alexander (e minister) and later in the final plenary session by French consultant Lionel Vodzislawsky.

Another measure of our success were the website statistics - our traffic tripled (and yes, I have allowed for the fact the stand was connected to the 'live' site). We also had an unprecedented amount of orders (registration of details) regarding the tScheme profiles.

You should have all received a copy of our informative leaflet. These went down well, and the relief was visible when tSchemers offered literature to people, and produced not a phone book sized thesis, but a handy and lightweight glossy leaflet.

tScheme also produced press packs for the media contingent. Approximately 50 were distributed, so hopefully the next newsletter will contain a note about press

coverage. Likewise, if you stumble across tScheme in the press, please let the Secretariat know.

So thanks again to the brave volunteers. Any volunteers for the ISSE next year? The venue? Disneyland Paris... how many sessions can I put you down for then? Just think, if you come along next year, perhaps *you* will win a fashion scooter...

International Relations

You might be interested to know that tScheme is courting interest from various foreign (and not so foreign) shores.
tScheme's Canadian connection is being furthered with Richard Wilsher giving a tScheme presentation at an Industry Canada event later this month. tScheme talks with ttp.nl, the Dutch self-regulatory scheme progressed during the month, and continued at the ISSE stand. We are keen to develop these contacts in the interest of mutual recognition.
Our most distant contacts have been with Japan and Taiwan, and include the possibility of JQA (Japan Quality Assurance) becoming a "tScheme-recognised assessor".

Member's logo

You will recall that in the last issue, we revealed the branding for "Approved Services" and "Registered Applicants". The Marketing forum debated various designs and decided that the "tScheme shield" should be reserved only for Approved Services and the 'corporate logo' of tScheme Limited. Therefore we have now prepared a new logo for use by our members.

Looking forward is overleaf!

So there you have it. All members are entitled to use this logo on websites - I shall sent it out separately to the main contacts. Please help maintain the brand integrity by using this new logo, rather than the tScheme shield, to indicate membership.

The only question now is what further graphics we can get produced so next month's tScheme news is brightened up...

Board News

tScheme has added two user representatives to the Board. Kathy Riley of British Chambers of Commerce, and Phil Flaxton of Interforum were invited, and have now joined. Their contribution is most welcomed.

Feedback please!

This is in fact the fourth issue of tScheme news. From the lack of feedback, I'd like to assume that it is so perfect, you're all ecstatic with it. Yet, comments on style and contents are eagerly invited to help us make it even more informative (or less if so requested...) in the future.

This whole document is attached to this email as a pdf file.

Forward into a wet winter.

Having now had a week to recover from the ISSE, the tScheme office is busy as ever as are the expert committees. The Marketing forum's work continues on the branding of tScheme, and in addition, the Marketing forum is now starting to focus on the market for electronic trust services - and hence the market for tScheme Approvals - in 2002. A new policy group is being formed from the Marketing Forum and the Profiles committee, to review tScheme Approvals relating to Value Added services, and 'tScheme-ready' components services. Please conact Stephen if you want to contribute to this key initiative.

The Legal group is finalising work on the set of contracts and agreement, and the Approval Certificate content.

The Profiles and Process Committee will be shortly releasing the Issue 2 Profiles - revision are being edited as I write. Now appearing on the web site is the much awaited Guidelines for Assessors and Issue 2 of "Preparing for an Assessment".

This brief round up is published on a monthly basis. Between issues, please feel free to contact the Secretariat for information on any tScheme matter – ben.brierley@tscheme.org or 020 7331 2053.

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