



GSMP MO Key Contact

November-2008

Dear GSMP MO Key Contact,

Congratulations, on representing your Member Organisation (MO) as a GSMP MO Key Contact. You will be “go-to” person for your organization as it relates to GSMP activities and methods and your responsibilities will be as follows:

1. Facilitation of All GSMP Communications

You will act as a facilitator of GSMP communications. You will identify and disseminate relevant information appropriately throughout your Organisation and assist associates in navigating published GSMP communications such as Newsletters and Management Reports, weekly communications, and GS1 Community Room materials. These types of communications should be of interest to all MO employees.

You will also be responsible for communicating the more “granular” Business Requirements Group (BRG) related communications (e.g., new code values, new GTIN rules or validation rules, etc.) to those MO employees who are interested in this type of detailed information. The current GSMP BRG participation model provides detailed communications (via eBallots, and Meeting Minutes) to all of those who join the BRG. These communications are easily accessible via the GS1 Community Room.

It is therefore advised that your MO has one member in each GSMP BRG. This member does not have to be active by participating on the phone calls, they only need to join the BRG via Community Room to be placed on the distribution of the BRG, and therefore kept abreast of the actions that can be communicated to their constituency. Each BRG MO Representative is provided with detailed information (via eBallots and Meeting Minutes) to assist them in distributing standards and solutions changes to their respective community.

Note: If your MO is participating in the GSMP Local Community Network (LCN) initiative, you are already facilitating these types of communications via MO Liaisons, as described above.

2. Assistance with the On-Boarding Process for New GSMP Members

You are also responsible for assisting any new GSMP members within your MO with the GSMP Membership on-boarding process. You will have access to GSMP documentation and self-paced training that is targeted to new GSMP members.

Thanks for taking on this responsibility and we look forward to working with you in the future.