
SMPTE 2025 "We Are One" Campaign



**A Two-Year
Campaign aimed at
fostering
community and
communication
between SMPTE
Leadership, Staff,
and Members.**







Core Message:

The strength of the SMPTE **community** comes from its incredible members, and welcoming more professionals only amplifies SMPTE's impact across the industry. SMPTE is the hub where media technology experts exchange insights, collaborate on standards, expand their knowledge, and build lasting connections that drive career success. It's a community built on shared passion—for each other, for the work we do, and for the future of media technology. Regardless of your membership level, section, or specialization, we are all one SMPTE .

Events and Outreach

We would like to schedule a strategy day meeting with section leaders and membership directors. The purpose of this meeting is to discuss the themes and projects that we together wanted to work on. This meeting should be run by a section leader or membership director, and we are here for support.



Campaign Objectives

- ❑ Foster an atmosphere of community and communication through engagement and collaboration across different sections, staff, and leadership.
- ❑ Build trust between membership and leadership through shared initiatives and open dialogues.
- ❑ Storytelling: Spotlight real stories of collaboration and individuals creating unity in their communities.
- ❑ Social Media Hashtag: Launch a global movement with **#WeAreOne** to share inspiring stories and photos.