

2019-05-17 Marketing Meeting

Date

17 May 2019

Attendees

- VM (Vicky) Brasseur (she/her) (traveling; may not be able to attend)
- Jim St. Leger
- Edward Ting
- Maddison Long
- Lisa Caywood
- Darien Hirotsu

Agenda

- Review action items from [2019-05-10 Marketing Meeting](#)
- ET: NCDC update
- Lisa introducing herself (she may be a few minutes late to the meeting)
- Move the meeting time? (see [the doodle](#), which shows Friday @ 10:30-11:00 AM PT as the best time)
- Blog post updates
- JL: Ambassadors update (might be covered in the action item review)
- [YouTube channel](#)?
 - What, if anything, do we want to do with this?
- Keeping the [wiki front page](#) up to date (events)
- Schwag strategy
 - What purpose will our schwag serve? (see [this mailing list thread](#))
 - What schwag do we want?
- Newsletter
 - [Tungsten Fabric Newsletter](#)
 - Release schedule?
 - What does the community want to see?
- Technical Marketing Collateral (PPTs)
 - 5.1 updates?
- LF: Update TF Community on Yandex Case Study
- LC: Website Review

Minutes

- Action item review
 - NCDC update from [Edward Ting](#)
 - In a month
 - Sent TF announcement to the community
 - We get to select type of session(s)/time slot
 - Workshop: 100-150
 - Tutorial: 50
 - ET recs a tutorial; more reasonable expectations for attendance
 - ET rec afternoon of 1st day
 - ET finalise these this week
 - Can someone get a blog post together for us?
 - ET will get this together
- TF Hackathon at ONS EU?
 - LC: Maybe could grab a room in the evening?
- Lisa!
- Moving the meeting?
 - 10:30AM PT on Friday
- Blog update
 - 2 new posts in the last week!
- YouTube channel...?
 - A lot of us didn't know we have one of these
 - LC: Was talk of consolidating all LFN channels
 - ML: CloudOps is posting here
 - DH: Redapt could add to the collection, too
 - ML: Add the demos we have at the booths (LF Edge demo at ONS NA)
 - Was also an OpenContrail YT channel
 - A "gajillion" videos
 - Pull into the TF YT channel?
 - LC: Probably a lot of them out of date

- wiki front page out of date...?
 - <https://wiki.tungsten.io>
 - Recent events are...in the past
- Website
 - LC's going to do an audit of the website
- Newsletter?
 - LC: Brandon usually runs this
 - Email him w/stuff to include
 - How to opt-in to this newsletter?

Action items

- ☐ [Edward Ting](#) Draft up a short NCDC blog post
- ☒ VM (Vicky) Brasseur (she/her) Get ONS EU onto the marketing agenda soon
- ☒ VM (Vicky) Brasseur (she/her) Add to agenda: "JL: Ambassadors update (might be covered in the action item review)", Yandex case study
- ☒ VM (Vicky) Brasseur (she/her) Email ccain to change the meeting time
- ☒ VM (Vicky) Brasseur (she/her) Update meeting times in all the places
- ☒ Maddison Long Transfer over opencontrail videos that look worth sharing
- ☒ Maddison Long Add LFN events to wiki front page
- ☐ Lisa Caywood Will share website audit first draft with the group
- ☒ VM (Vicky) Brasseur (she/her) Create agenda for next week & bump stuff to it
- ☐ [Darren Hirotsu](#) Will draft an LFN newsletter wiki page, email marketing@ a link to it