

2019-05-31 Marketing Meeting

Attendees:

- VM (Vicky) Brasseur (she/her)
- Casey Cain
- Randy Bias
- Maddison Long
- Robert Cathey
- Edward Ting

Agenda:

- Review action items from [2019-05-24 Marketing Meeting](#)
- Discuss web audit
- "Plan for a 2019 marketing plan"
 - Need list of events that TF is expecting to participate in
- NCDC event
 - speakers
 - banner
 - memorabilia
- [2019 ONS EU](#)
- 2019 KubeCon/CNCFcon NA
- 5.1 Release Webinar?
 - Is this something we want to try?
 - We could get some helpful data on attendance/attendees.
 - It looks like Kubernetes does this:
 - https://zoom.us/webinar/register/WN_ViJ0aL4ARiCM15i6erX-pA

Minutes:

- Review action items
 - [Casey Cain](#) pinging Jill about her action item
- Web audit
 - LC will do an audit of the website
 - She's not on this call, so she'll have to report back next week
- 2019 marketing plan
 - ML: What was the plan last year?
 - Will dig up the LFN budget/plan for TF
 - Events we plan to participate in?
 - VMB: What do we mean by "participation?"
 - TF talk
 - TF booth participation
 - Collocated TF/LFN event
 - VMB: TF talks are just basic outreach, general part of what we do, no budget needed, should encourage for any/all events
 - RLB: LFN seems to focus only on LFN events, not really interested in projects to go outside of that?
 - Need outreach to other communities (k8s, etc)
 - Need outreach to get more devs
 - VMB: Physical marketing == budget & mostly LFN focuses; digital marketing == no budget needed, can reach multiple communities
 - ML: Found LFN TF priorities slides
 - Focus on cloud-native, Carbide launches
 - \$50K budget, in several buckets
 - Not the final approved budget, that's in a different deck (per CCain)
 - CCain: That's a confidential deck
 - CCain: We have budget for TF-specific Developer Forum (as TF opted not to participate in LFN DDF). We should make the decision on this shortly.
- NCDC
 - Only have 1 speaker so far (oh no!)
 - Juniper doesn't have folks available & no time to get visas
 - ET has reached out to some folks in China (99cloud), but getting no traction yet
 - Maybe Sukhdev?
 - Edward will work w/James & Lisa to get TF schwag/banners

Action items:

- [Maddison Long](#) Get YouTube credentials from James & share w/ [Casey Cain](#)
- [Casey Cain](#) Figure out what's up with that newsletter action item
- [Lisa Caywood](#) Add web audit to next week's agenda
- [Maddison Long](#) Add review of budget/plan for 2019 to next week's agenda (following Casey's email of this)
- [Casey Cain](#) Sending LFN/TF budget to MWG mailing list
- [Maddison Long](#) Move ONS, KubeCon NA and 5.1 TF Release Webinar to agenda of next week's MWG meeting

- [Randy Bias](#) Ping Sukhdev to speak in Beijing on June 20