2019-06-14 Marketing meeting

Date

14 Jun 2019

Attendees

- VM (Vicky) Brasseur (she/her)
- Gary Greenberg (RH)
- Robert Cathey
- Lisa Caywood
- Darien Hirotsu
- Maddison Long
- Will Stevens

Agenda

- Review action items from 2019-06-07 Marketing Meeting
- Getting the booth banners to Sukhdev Kapur for NCDC
- Updating the upstream contributor guide (https://docs.google.com/presentation/d/1R6vaVNqC9j5OfmKyKvcSfOX71iGoG3yxfUcJRMDQnvI/edit#slide=id.g42061be890_0_45)
- Kick off messaging discussion

Minutes

- NCDC
    - Does Sukhdev Kapur have what he needs for NCDC?
        - Don't think so
    - Pretty sure we have the speakers we need for this
        - At least there haven't been any frantic emails from Edward Tingsaying we don't
- Updating the upstream contributor guide
    - VMB suggests we wait for some dust to settle before we write this; too many things in flux
- TF Carbide evaluation guide
    - Draft in Juniper Google Docs
    - Dmitri finally has what he needs for this
    - Hope to have use cases drafted by end of next week
    - VMB: Where will he be publishing this?
        - Suggests docs repo
    - When he's ready to have more people review it, send a patch to docs repo in gerrit.tungsten.io
        - Ping VM (Vicky) Brasseur (she/her)before since the docs repo is undergoing a reorg right now
- Website accessibility
    - Site isn't colorblind accessible
        - Switch to a lighter orange
        - Lisa checked with Brandon, who's checking w/their creative team
    - May need to redo the branding palette for accessibility
    - LC following up with Brandon on that
    - RC: Has the original branding guide
        - Will get it to the wiki page: Image and Design Library
- Website messaging
    - Recap from last call
        - Quick survey of what needs to happen on the site (aesthetic and practical)
        - Largest concern: Need to be tighter with the messaging on the homepage
            - Layout presented as buzzword bingo
        - Randy wants it to be more appealing to k8s community
            - Also maybe CNCF Telecom WG
        - Retool messaging to be less network engineer-centric and more speaking cloud native language
    - Messaging meetings on calendar starting next week
        - Boil down current extensive verbiage to concise value prop
        - Also pivot a bit toward k8s & container ecosystem
    - LC will put together a list of questions to serve as a discussion guide
- Random stuff
    - FYI: Marketing Metrics page is a thing
        - May want to start thinking about what we want to promote & how well those promotions succeed
        - Do this after the website revamp
    - Q3/Q4 planning soon
        - Do website first
        - Also, 2020; will need budget asks by end of September
    - Website changes?

- - - Once we know what they are, who does them?
      - LF/Brandon will implement the changes we send them
  - DH: Do we have a "Hello, World!" for TF?
    - WS: Carbide is the best option right now
      - Mixed results with the one-click install
      - WS is working on some automation (Ansible) to validate it works as expected
      - GSoC student working on a quick start guide based around k8s
    - DH: But what do you do after it's running? How do you actually push a basic app? What's the kubectl stuff?
      - Are there examples in Carbide?
      - WS: Don't know that we have this doc yet
      - Once TF is set up as a CNI, should be able to use k8s just as you always use k8s
        - But don't have a list of functionality in k8s and how it maps to TF
        - Would be very useful though, just don't have it yet
      - WS will send DH a yaml file to get a pod/service up and running

Action items

- ☑ Lisa CaywoodFollow up w/a member of James Kelly's team about the banners for NCDC
- ☑ Robert Cathey Get branding-related docs to the Image and Design Library
- ☑ Lisa Caywood Put together list of questions for website messaging discussion guide and send to marketing@
- ☑ Will Stevens Send yaml file to Darien Hirotsu