

2019-06-14 Marketing meeting

Date

14 Jun 2019

Attendees

- [VM Brasseur](#)
- 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/1R6vaVNqC9j5OfmKyKvcSfOX71iGoG3yxfUcJRMDQnvl/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 Brasseur](#) 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 Caywood Follow 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