

2019-05-10 Marketing Meeting

Date

10 May 2019

Attendees

- VM (Vicky) Brasseur (she/her)
- Jill Lovato
- Edward Ting
- Jim St. Leger
- Darien Hirotsu
- James Kelly

Agenda

- Review action items from [2019-05-03 TF MWG Meeting](#)
- Introducing Lisa (in absentia)
- Ambassadors list update ([see this thread](#))
- GSoC intern intro [blog post draft](#)
- NCDC (the event in China)
 - TF intro and R5.1 => 45 min + 10 min Q&A + 5 min break
 - TF Architecture deep dive, build and deploy => 45 min + 10 min Q&A + 5 min break
 - TF Akraio deep dive => 45 min + 10 min Q&A + 5 min break
 - Panel & Final Q&A => 40 min
- ONS EU [CFP is open](#) until June 16
- Weekly TSC report: who'll do this?
- Meeting time change?
- LFN Newsletter Check In

Minutes

- Action item review
 - Jill & ET will coordinate on NCDC
 - Jill & Brandon are meeting today about the store
- Introducing Lisa Caywood
- Ambassadors list update
 - There's a Google Doc for this, but Jennifer owns it
 - The doc has email addresses in it
 - Google Docs are a challenge for some companies (Intel)
 - Run a re-engagement campaign
 - Get list from Jennifer
 - Email all ambassadors
 - Still wanna be one?
 - May we share your email on this wiki page (assumes wiki page exists)
 - Hey, here's a blog, tell us your cool TF stories
 - Update Ambassador wiki page accordingly
- GSoC intern blog post
 - Draft: <https://gist.github.com/vmbrasseur/f216abe4fc5f751fed057823d811b952>
 - VMB getting it to Brandon today
- NCDC
 - ET working with them to determine what sort of support/content the community will provide for this
 - Would get of a large ballroom for a workshop, smaller room if tutorials
 - They'll provide room, interpreter, marketing outreach & reporters come in
 - Need us to provide a coordinator, provide an agenda, booth if we go that way
 - Workshop: 100-150 attendees, single track conference
 - Proposed schedule above
 - VMB suggests adding 10 minute housekeeping in the front
 - Jill asks whether we actually have speakers...?
 - ET will coordinate
 - VMB recommends they be from different companies
 - VMB has a question about that booth thing
 - ET: only if we want to
 - We agree we won't have the time to do this
- ONS EU CFP
 - Tell folks to propose
 - Ask to let us know when they propose
- Weekly TSC reports

- Maddison? Probably can't make it calls
 - VMB will do it, but Darien & ET can do it, too
- LFN newsletter checkin
 - DH will follow up with Jill offline
 - Will make sure TF content gets in there

Action items

- ☐ Jill & [Edward Ting](#) will coordinate on NCDC
- ☐ Jill needs to follow up with Brandon about the store (meeting w/him today)
- ☒ VM (Vicky) Brasseur (she/her) Add store/swag strategy to next week's agenda
- ☒ VM (Vicky) Brasseur (she/her) Ping Jennifer for the ambassador list
- ☒ VM (Vicky) Brasseur (she/her) Create Ambassador wiki page
- ☐ Jill will run the ambassador re-engagement campaign
- ☒ Edward Ting Update us on NCDC next week
- ☒ VM (Vicky) Brasseur (she/her) Email folks asking them to CFP to ONS EU
- ☒ VM (Vicky) Brasseur (she/her) Email marketing@ about maybe changing meeting time