

# 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    - LC: Probably a lot of them out of date

- wiki front page out of date...?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 ccairn 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