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