2019-05-24 Marketing Meeting

Date

24 May 2019

Attendees

- Casey Cain Edward Ting Marc Rapoport @Lisa Caywood @Chitanya Kadiyala

Agenda

- Review action items from 2019-05-17 Marketing Meeting
- DH: LFN Newsletter update
- LC: Website audit update
- Schwag strategy
    - What purpose will our schwag serve? (see this mailing list thread)
    - What schwag do we want?
- Technical Marketing Collateral (PPTs)
    - 5.1 updates?
- StackOverflow?
    - Track mentions of TF as a metric? (Current metric: zero)

Minutes

Casey talked about the LFN Swag store and how it is used across other LFN Projects. Asked the MWG to provide suggestions for potential items.

- Socks
- YubiKeys
- Polos / T-Shirts
- Water bottles with handle

Newsletter
RB believes that we have enough content for a weekly newsletter. Need confirmation from TSC, list of possible topics and SMEs to work with to develop content; publication vehicles to be discussed separately.

OpenContrail docs have been released. The team is working on TF 5.1 documentation.

TF MWG Needs to develop a marketing plan of record for 2019.

Action items

- [ ] VM (Vicky) Brasseur (she/her) Put next week's agenda for Jill: ONS EU (asking her what we should anticipate for it from the LFN side, possibility of hackathon, etc), Ambassadors update, Yandex case study update
- [x] Randy Bias Casey Cain to talk about the Newsletter at the next TSC.
- [ ] @Lisa Caywood to add Marketing Plan of Record to next Marketing call.