2019-08-09 Marketing Meeting

Date

09 Aug 2019

Attendees

- VM (Vicky) Brasseur (she/her)
- Robert Cathey
- Edward Ting
- Lisa Caywood

Agenda

- Review action items from 2019-08-02 Marketing Meeting notes
- Any interest in participating in a possible Data Plane event next year? DPDK is looking to expand it's summit and include other data plane projects, including TF (also FD.io, OVS).
- Web update mockups?
- Positioning update
- LFN MAC update
- Events:
    - Intel Developer Day, Oregon, 9/5. (Intel Innovator https://devmesh.intel.com/projects/multi-vendor-sdn-controller-based-on-tungsten-fabric)
    - Invitation to https://devopsstage.com, Ukraine, 10/18-19.

Minutes

- DPDK event?
    - VMB: is this a dev event or a marketing event?
    - LC: This tends to be both, but marketing side is mostly to inform vendors
    - VMB: Prabhjot has been doing a lot of dpdk work; pretty sure they'll be +1 on this but need more info
- Web update mockups?
    - Does LF need more info from us to get this started? If not, what's the ETA?
    - No Jill, so will have to ask about this
- Positioning update
    - Darien has added his info to the positioning document
    - LC has had a conversation w/Sukhdev
    - Next week LC will try to integrate Randy, Darien, & Sukhdev's input
- LFN MAC update
    - Kicked off planning for next budget cycle
    - What does TF want to do from a marketing perspective for 2020?
        - Funding for DDFs?
        - Contractor to help with tech marketing?
    - VMB: Timing on this discussion?
        - LC: Need to finalise by November
        - Will need to coordinate with the TSC as well, naturally
    - Process
        - Projects send over asks
        - LFN then reconciles the asks
        - Get budgets by November
    - Last year board wanted digital marketing prioritsed
        - Devs didn't like this; wanted events instead
    - This year, board stressed that less money be spent on events
        - So there'll be more focus on digital marketing
        - Expected funded events:
            - ONS, Kubecon, that's it
            - Booth, sure, but also could be joint working sessions, etc.
    - VMB: where to start with this process? Wiki page to gather ideas, or…?
        - LC: Start discussing strategic goals for the project for the next year
        - VMB: List exists: 2019 TSC Priorities
            - Little progress for 2019, so most will probably roll over for 2020
    - VMB: Next step?
        - Add this to the tsc@ agenda (VMB will do)
    - RC: If given list of projects to compare against, can audit & discover what stuff converts best
        - LC: Yes, this would be awesome, +1
- Events
    - Sept 5: Intel developer day
        - ET working on a project for this
        - Want to write something about it?
            - VMB: Yes, please

        - ET: OK, working on demo this week, will report back next Friday & figure out what to do with it
    - Oct 18-19: Event in Ukraine
        - Invite from Ivan
        - Have little information besides link above
        - 500 participants, 45 speakers, 2 days, 4 streams
        - Want us to give a presentation
        - VMB: Toss this to dev@ to see whether anyone's able to participate

Action items

- [ ] Lisa CaywoodFollow up with Jill to get more info about the DPDK event (if Jill isn't able to join the call)
- [ ] Edward Ting Follow up next week about Intel dev day
- [x] Edward Ting Toss the Ukraine event to dev@ to see whether anyone's able to participate