2019-02-15 TF Marketing WG Meeting

Attendees

- Jennifer Fowler (Cathey Communications)
- Maddison (CloudOps)
- VMB (Juniper)
- Robert Cathey (Cathey Communications)
- Chaitanya Kadiyala (Juniper)

Agenda

- Heads up: marketing mailing list is misconfigured & erroring right now
  - Ticket open with LF
- Review action items from 2019-02-08 TF Marketing-WG Meeting
- Meetup opportunities and outreach efforts
- Priority events for the year? (where are we planning/hoping to have a TF presence?)
- Talk about metrics
  - Meetups
  - Conferences
  - Carbide
  - Others?

Minutes

Active meetup opportunities:

1. The Kubernetes & CNCF Bulgaria meetup requested a TF speaker for 2/28, but we passed on this because we couldn't find a speaker in time. *They would welcome a speaker at a later meeting.
2. Prague Containers Meetup - open to having a speaker, requested abstract and availability. No response to request for speakers on Slack and dev email list.
3. Cloud Native London - interested in a service mesh presentation.
4. OSN User Group in Moscow is interested hosting a TF presenter at an upcoming meetup in May or June.
   a. Randy's checking with Alex on this
   b. We let Brandon know we're interested & working on it

Ongoing meetup outreach:

- Robert/Jennifer touching base with Qasim Arham (DFW) and Philip Goddard (Boston) to confirm their willingness to present SDN Hands-on Lab or other topics
  - Both presented several times last year; confirming they're still good with that
  - Philip is available after April
- Should we pitch James/Chaitanya and Service Mesh topic in Bay Area?
  - Chaitanya can source folks from Sunnyvale for this
  - ServiceMesh is a much more interesting topic right now, too
- Maddison pursuing opportunities in Canada
  - No updates yet
  - Would be for Q2
- Marta keeping an eye out for opportunities for Codilime to offer speakers

Priority Events for the year?

- CK: James may have better visibility into Juniper's plans
  - CK will check with James & email
- Brainstorming a list
  - KubeCon/CNCF, ONS, OpenStack?/OpenInfra?,
  - Open Source Summit is probably too broad
- Developer summit?
- 5G World London?
  - June 12-13
  - And TF reps there? LFN looking for folks for a panel
  - Also looking for SP speaker to present for ~20 minutes
- KubeCon EU
  - Opportunities for TF to be in the LFN booth
  - LFN mini-summit
  - LFN will reach out to communities

LFN has a writer to work on case studies

- Should reach out to Brandon

Conference updates

1. ONS NA
    a. Running TungstenFabric at Scale - Piyush Srivastava, Workday - Thursday, April 4 • 3:40pm - 4:10pm
2. Open Infrastructure Summit - Agenda to publish next week.

Action Items

- JAMES: Update tungsten.io/community lists for marketing MG and TSC Governance WG
- Chaitanya: Check with James about Juniper conferences for 2019 & will email the list
- VMB: Add developer summit to the TSC agenda
- VMB: Will create full list of events from which we can choose the ones where we'll focus
- Robert: Will reach out to Yandex to see whether they're interested in getting a use case story written (LFN looking for cross-project use cases - Yandex uses TF and Fido)