

2019-03-01 TF Marketing WG Meeting

Attendees

- Jennifer Fowler, Cathey.co
- Robert Cathey, Cathey.co
- James Kelly, Juniper
- [Darlen Hirotsu](#) , (Redapt)
- Ryan McMeiiman, Juniper
- Vicky Brasseur, Juniper

Agenda

- Review action items from [2019-02-22 TF Marketing WG Meeting](#)
- Please use the mailing list: <https://lists.tungsten.io/g/marketing/topics>
- Talk about metrics
 - Meetups: ([Meetup Spreadsheet](#))
 - Conferences
 - Carbide ([Carbide launch](#) stats)
 - Community diversity
 - Others? <https://chaoss.github.io/grimoirelab/>
- Meetup opportunities and outreach
- Blog post about GSoC?

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. Alex's team unable to to this. If no other options, we will need to decline.
5. ***Bay Area Cloud-Native Open Infrastructure Meetup would like a service mesh presentation ("the best security of both worlds" demo) and has asked if Juniper will host/provide speaker/select date. Organizer Lisa Namphy also suggests partnering with Henrik (from NeuVector), who is interested in sponsoring an Istio meetup. Perhaps partner up to help mitigate costs and organizational effort. Chaitanya? Possible dates: April 2-4, April 23-25, May 14-16, May 21-23.
6. ***[Sat Melbourne Cloud Native Kubernetes Lab by SatXDesign](#) Seeks speaker for 16th or 30th March, 9am - 1pm Australian Eastern Std Time. ajeev.arora.au@gmail.com JF emailed Diogo Montagner, Jupiter employee in Melbourne, 2/28. (dmontagner@juniper.net)

Meetup Outreach

1. DFW: email to Qasim Arham, no response
2. Bay Area:
 - a. Bay Area OSNUG - Edward Ting responded that collaboration is already underway ?
 - b. Bay Area Kubernetes Meetup - email sent
 - c. San Francisco Cloud Mafia - email sent
 - d. SF Bay Area Microservices and Cloud-Native Apps Meetup - email sent
 - e. Will contact Sujata's Out of the Box Networking meetup for a service mesh presentation ("At-scale cluster load balancing" demo) or an SDN lab that could perhaps be hosted at Intel
3. Canada: Maddison pursuing opportunities (will have updates in Q2)
 - a. Toronto - which Juniper's Geoff Sullivan helps coordinate
 - b. Montreal - which CloudOps coordinates
 - c. Ottawa - which CENGN coordinates
4. Other:
 - a. Marta keeping an eye out for opportunities for Codilime to offer speakers
 - b. Discuss how to get speakers committed faster.

Metrics

- Community diversity
 - Stackalytics
 - Grimoire (Bitergia) - <https://bitergia.com/products/community-analytics/>
 - LF says they'll be giving us one of these at some point
 - That tool the k8s uses
- Meetups: ([Meetup Spreadsheet](#)) Tracking number of meetups and attendees
- Carbide ([Carbide launch](#) stats) Here's the 2018 Summary [blocked URL](#)
- Website - Google Analytics

- Conferences: need a sheet
- Others?

Goals for 2019? Brainstorming...

- Increase Carbide launches
- Diversity of participation
 - Users
 - Contributors: people
 - Contributors: companies
- What is our goal with respect to events/meetups?
 - Should be informed by overall goals for 2019 (or select your preferred time period)

Please use the mailing list: <https://lists.tungsten.io/g/marketing/topics>. At least cc the list so that we're sharing communications with the larger community.

Blog?

- Hasn't been updated since mid-November, omg!
- Post ideas?
 - Demo video
 - Publish this third once we get the video
 - Podcast from Kubecon
 - Robert will work on this
 - Publish this one second
 - Post about GSoC
 - Darien will take a stab at this
 - Publish this one first

Conference Updates

1. ONS NA (April 3-5, San Jose)
 - a. [Running Tungsten Fabric at Scale - Piyush Srivastava, Workday](#) - Thursday, April 4 • 3:40pm - 4:10pm
 - b. TF featured in two LFN Booth demos: <https://events.linuxfoundation.org/events/open-networking-summit-north-america-2019/features-and-add-ons/lf-networking-demos/>
2. Open Infrastructure Summit (Apr 29-May 1, Denver) -
 - a. [Agenda](#) (No TF topics accepted?) << yes, three. But they're tagged with Open Contrail, not TF. Sigh.
 - b. Meetup? (Juniper has had a few inquiries)
3. Service Mesh Day March 28-29
 - a. Pop-up banner, stickers and demo (Same as ONS) showing TF, Istio and Consul on Kubernetes
 - b. Post a blog when video is available

Action Items

1. Robert: Update blog: Add KubeCon podcast
2. Darien: draft post about GSoC
3. James/Chaitanya: Find speaker/date for Bay Area Cloud-Native Open Infrastructure Meetup
4. VMB: create document to develop goals