Marketing Metrics & Adoption

As of the week of February 17, 2020, we have combined several CNTT workstreams into one workstream dedicated to the related efforts of:

- Marketing, Messaging and Communications to the broader community
- Business and Technical Metrics by which we can measure the progress and success of our efforts
- Recruiting new contributors to the CNTT effort and driving adoption of the output produced therein for the benefit of the broader community

Scope

- Identify and pursue opportunities to market community services through publication of white papers, press releases, business cases, & media events
- Track community external speaking engagements
- Create | maintain community messaging to ensure alignment in external communications
- Create | maintain an agreed upon set of metrics by which we measure our progress against with assessments over time
- All of the above aids in recruiting more participation, contribution and consumption/adoption of the reference models, architectures and verification protocols we develop to realize the goals of the CNTT

Meetings

This workstream meets weekly on Tuesdays at 0600 PST/0900 EST/1500 CET and the meeting invite is currently tied to US Pacific Time Zone and is therefore currently tied to US transitions in/out of Daylight Savings time. This is subject to change pending further discussion.

We use the following Zoom meeting Passcode:

Join Zoom Meeting
https://zoom.us/j/301879308

Meeting ID: 301 879 308

One tap mobile
+16699006833,,301879308# US (San Jose)
+16465588656,,301879308# US (New York)

Dial by your location
        +1 669 900 6833 US (San Jose)
        +1 646 558 8656 US (New York)
        855 880 1246 US Toll-free
        877 369 0926 US Toll-free
        +1 647 558 0588 Canada
        855 703 8985 Canada Toll-free
Meeting ID: 301 879 308
Find your local number: https://zoom.us/u/adGixjRMnj

Follow the links below for the Agenda and Minutes for weekly meetings, the legacy wiki pages for the formerly separate workstreams, and other content added over time as noted:

- Meeting Agendas and Minutes
- Legacy Workstreams
- CNTT Key Metrics 2020
- Artifacts Repository