

MMA Agenda and Minutes 07 July 2020

Attendees

[Bob Monkman](#) (Intel)

[Scot Steele](#) (AT&T)

[Brian Bearden](#) (AT&T)

[Beth Cohen](#) (Verizon)

Agenda Bashing

Agenda

Marketing Plan Next Steps

Update on Planned July webinar on Edge: [Beth Cohen](#)

[Walter Kozlowski](#) has submitted an abstract for topic "Evolution of the Cloud Infrastructure Reference Model and its applications" (with Tomas Fedberg from E/// as the second speaker) , probably for August time frame. TBD.

LF had asked for some clarifications on the abstract, with tie-ins to LFN. Bob and Walter reviewed just before the holiday and Bob has sent Walter some suggestions for review before re-submission.

Review any update on Field trials.

Review of Metrics including Adoption/Attracting new members. It has been suggested that Marketing work on updated messaging targeting new Participants in CNTT.

- Bob suggested that we will need to poll Workstream Leads for talking points/Call to action in specific areas to guide the appeal.
- Recruiting community contributors- social media (LinkedIn etc)

Open Discussion on continued Marketing Messaging

Outstanding ARs

Minutes: