

2020-12-10 Marketing Meeting Agenda/Notes

Agenda:

- Messaging Framework Review
- Comms Planning
- Pitch Deck / Quotes
- Holiday Schedule

Attendees:

Messaging Framework

The current, proposed messaging is available here: <https://wiki.lfnetworking.org/x/G4W-Ag>.

Comms Planning

The current comms plan available here: <https://docs.google.com/document/d/1ifT6-HGczTXZap10tddQlqwPtZuJwl1KKNBfbrOeZhk/edit?usp=sharing>.

Next steps are to identify the speakers/topics for the "meaty" discussions, short executive video snippets, and to create copy for the registration page.

Anuket Swag Ideas?

Pitch Deck / Quotes

Bob is leading the outreach to key community members / executives for supporting quotes. These will be leveraged for the launch materials and pitch deck.

Holiday Schedule

LFN Team is available next week, then offline for 2 weeks.