

2020-12-17 Marketing Meeting Agenda/Notes

Agenda:

- Comms Planning
- Pitch Deck / Quotes
- Doodle Poll / 2021 Schedule

Comms Planning

The current comms plan available here: <https://docs.google.com/document/d/1ifT6-HGczTXZap10tdQlqwPtZuJw1KKNBfBrOeZhk/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. ***Please review these proposed speakers and weigh in with any feedback by EOD, Jan 5th. Brandon will be conducting outreach to the proposed speakers on Jan 6th.***

Draft Agenda

- Intro: Heather: High level view, how formed, better together (10 mins)
- Video Clip 1: (Caroline Chappell, Analysis Mason) HK to ask the questions (4 mins)
- Video Clip 2: (Jehanne Savi + Al Morton + Eric Debeau + + Cedric) (4 mins) OR (Uli/Cedric/James: Life cycle)
- Meaty Preso 1 (PPT): Beth + Walter + Scott Steinbrueck (Operator Business Perspective – The Business Problem, Endorsement (10 mins)
 - Value Different perspectives, meet in the middle, direct the industry where it needs to go
- Video Clip 3: Current Community Member perspectives on launch: Emma Foley, Uli Klebber, James Gu, Lincoln Lavoie, Mark Beierl, Sridhar Rau.
- Video Clip 4: LF Board Members (Jonne + Chris Wright + Rajesh + Arpit)
- Meaty Preso 2 (PPT): Nick Chase + Georg Kunz + Gergely Csátári – Technical Focus (12 -15 mins)
 - Technology / Implementation, how this will work, RA, RI, RC - interview style (1 slide for Gergely, 1 slide for Georg)
- Video Clip 5: (Fu Qiao + Madam Yang, China Mobile)
- Video Clip 6: (Andre Fuetsch)
- Video Clip 7: (Sandra Rivera)
- Press Conference (Heather, Walter, Al, others TBD)
- Live Q&A portion

Open Questions:

- Timing for all sessions
- Time/format for Q&A
- Time/format for Press Conference

The first round of Anuket Swag we'll be making is a scarf (see image). Hoping to get the scarves made and delivered to video participants ahead of video recording (TBD). At the very least, we'd like to get a scarf to Heather for her video. Note: All video presenters can use as Anuket Zoom background (under development).



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.

Adding quotes as they come in to this shared doc: https://docs.google.com/document/d/1AgzoNW8XsGdy8LdCNH2IqDmNWwsKNw_Nb22vRihi6IQ/edit

Doodle Poll / 2021 Schedule

https://doodle.com/poll/r5fn6xyyk6i24q9x?utm_source=poll&utm_medium=link

Please take the poll so we can get the 2021 meetings scheduled.