

2021-01-08 Marketing Meeting Agenda/Notes

Agenda:

- Launch Event
- Slide Decks
- Launch Quotes
- Website
- Anuket Recruiting
- OVP Branding Evolution

Launch Event

Revised Speaker Line Up (Heather) See the new Launch Event Page: <https://wiki.lfnetworking.org/x/5oq-Ag>

Slide Decks

New PPT Slide Template Available here: <https://drive.google.com/drive/folders/1ksw-LeMQnAyJCze9VAVxn9IXZ4s-VjvN?usp=sharing>

Decks Required:

- Welcome Deck
- Operator / Biz Deck
- Project / Technical Deck
- Press Deck
- Master Pitch Deck (a combo of all) ONGOING

Launch Quotes

Quotes needed for:

- Press Release
 - What's the attention grabber?
- Website
- Slide Decks

Bob is leading the outreach to key community members / executives for supporting quotes. Currently have 2 quotes: Beth and Al.

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

Website

Being built now

Will provide word doc for copy review editing

Anuket Recruiting

- Make recruiting a project priority for 2021
- Enlist Anuket participant help to Cross-promote Launch
- We should leverage the launch of Anuket to kickstart a new project recruitment effort (Operator Deck Business Value Prop)
- Hold an Anuket AMA (ask me anything) at the February Tech Event (Promote during launch)
- Welcome any and all Anuket questions at the new email alias info@anuket.io
- Review Anuket Registrations for 1:1 to develop target list (e.g. Tier 2 telcos)
- Review target list within Anuket participants to identify further contacts/relationships
- Reach out to target with offer of one 60 minute exploratory call with Heather, Mike Woster, and 1 Service Provider participant volunteer
- Phase 2: Further integrate Anuket into OVP and LFN Landscape, e.g. Infra, VNF, Labs, CNF badges (Reqs badge?)

OVP Brand Evolution

Need to enlist the Anuket MWG to develop a position on OVP Brand Evolution. Post Launch, OPNFV brand will be largely defunct. Need a proposal for the community to respond to.

Initial Recommendation: Translate OVP into AVP (and build other project/org support (e.g. ONAP, CNCF, GSMA) into supporting messaging.