

2021-01-15 Marketing Meeting Agenda/Notes

Agenda:

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

Launch Event

Speaker Outreach / Confirmation Status: <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 (Beth)
- Project / Technical Deck (Georg Gergely)
- Press Deck
- Master Pitch Deck (a combo of all) ONGOING

Press Release

Draft under development. Will share Monday or Tuesday next week with companies pending quotes. Exec level quotes preferred but it's up to the contributing companies.

Attention grabbers?

Launch Quotes

Bob is leading the outreach to key community members / executives for supporting quotes. Need quotes by End of Next Week.

Status Review: Shared Doc: https://docs.google.com/document/d/1AgzoNW8XsGdy8LdCNH2lqDmNWwsKNw_Nb22vRih6lQ/edit

Website

Under Development on staging site. Initial Review 1/18.

Need website copy review + additional FAQs: https://docs.google.com/document/d/1SDAVog3Gq3R_YyFjEo4vpJbKGGimWdpntQg1RUDDjvE/edit#

Anuket Recruiting

How to get visibility / buy in on recruitment plan?

Evolve Overview Deck to a Pitch Deck. Create a Sub-committee for outreach specifically. Anuket Ambassadors?

OVP Brand Evolution

Jim needing proposal for CVC/OVP. Suggest 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. "Anuket Assured"?

Develop a proposal for CVC.