CXS TC First meeting summary
Marketing plan

Elevator pitch:
“The Context Server enables creation of consistent personalized user experiences across systems, markets and channels. It provides real-time actionable insights on user behaviour.”
Marketing plan

Action items:

1. Contact Chet to insert new marketing onliner in overview of TC public page: replace “digital experiences” with “user experiences” - assigned to Serge

2. Contact Carol to add content to the official OASIS TC creation PR: add new marketing onliners and loopback about official company communication such as quotes or other needed material. The mailing list will be used to communicate between us - assigned to Serge

3. Tweet about the first meeting, talk about chair elections, accepted proposal and focus on getting the message out and getting more actors from Marketing Automation, CRM, and other systems involved. Use hashtags: #CXSoasis - assigned to all
Marketing plan

Actions items, continued:
4. Reach out to more companies - split the effort, please take which ever companies/groups you have contacts with and update the document
5. Meet with Gene Pfeifer Gartner - assigned to Thomas
6. Answer Carol’s email about setting up a US-timezone (18:00) webinar for Marketing Automation, schedule it - lead by Thomas, more will participate
7. Send marketing pitch slides to CXS document repository - assigned to Serge
8. Send first TC meeting slides to CXS document repository - assigned to Serge
TC official meetings

One meeting per month, counting towards voting rights eligibility

Using Google Hangouts, if it doesn’t work we’ll choose something else

Each first Wednesday of the month from 16:00 CET - 17:00 CET

First meeting will be on June 3rd, 2015, 16:00 CET
TC Workgroups

Workgroup 1: marketing plan execution
Workgroup 2: use case definition/breakdown
Workgroup 3: use case definition/breakdown

Should meet once a week for about 1h30
Workgroup setup

**Workgroup 1**: Lead: Serge (Jahia)
Participants: Carol (OASIS), Thomas (Enonic), Ate (Hippo) ?, Telerik Business Analyst ?

**Workgroup 2**: Lead: Thomas (Enonic)
Participants: Sten Roger (Enonic), Kaloyan Nikolov (Telerik), Julio Camarero (Liferay)

**Workgroup 3**: Lead: Jan (Telerik)
Participants: Serge (Jahia), Chris (Jahia) ?, John (Independent) ?

Action items for leads: setup weekly meeting day and time and ask for more participants in the mailing list

Objective: produce results by the next TC official meeting
Workgroup 1 - Marketing

Goal: Get more companies on board

Lead: ?

- Webinar
- PR
- Messaging
Workgroup 2 - use cases

Goal: define use cases & flow diagrams in spec document

Lead: ?

CMS - Page personalization on individual or segments

Reporting - BI, querying, data processing
Workgroup 3 - use cases

Goal: define use cases & flow diagrams in spec document
Lead: ?
Digital marketing - email campaigns, Lead generation
E-Commerce - purchase triggering
A/B testing - across systems
Privacy
Roadmap proposal

Use cases - 1-2 months
Domain model - 1-2 months
API definition - 4-5 months
Spec draft - 2-3 months
Outside OASIS formal process:
Test suite / reference impl. - 4-5 months