Workgroup 1 (Marketing) Meeting Minutes

Conference URL: https://plus.google.com/hangouts/_/jahia.com/oasis-cxs-wg1Tho

Date: June 29th, 2015 - 15:00 CEST
Present:
- Serge Huber (Jahia Solutions)
- Thomas Sigdestad (Enonic)

Agenda:
- Track attendance (not required but recommend)
- Report on current marketing status
- Discuss next steps
- Assign action items to distribute effort

Notes:
- Webinar was given June 15th, a little confusion about the time, but 9 people attended
- 1 strong interest from an individual
- Serge has produced videos on YouTube that we can use for promotion of the CXS TC
  - What every Marketing Automation Tech Director needs to know about CXS -- Context Server Teaser (0:22)
  - What every Marketing Automation Tech Director needs to know about CXS (8:43)
  - Webinar recording: Setting the Standard for Personalized User Experiences (21:40)
- Serge send an email to the CXS list about using the videos to promote the work
- Thomas conducted meeting with Gene Phifer, he is up2date on our progress. Requested to be updated as we move forward
- Serge sent an email to Dave Ings (IBM Open Technology & Partnerships, and OASIS board member) to update him on the context server and the videos that we produced.
- Serge will be meeting with Bertrand Delacretaz from Apache Software Foundation next week and will try to get started on submitting Unomi to the ASF.

Action items:
- Send an email to the list to remind people about the monthly meeting next Wednesday - Thomas
- Thomas and Serge will announce at the monthly meeting that we will suspend the activities of Workgroup 1 as currently there are no longer any work that needs to be done, could be re-open at a later time to work on marketing and promotion - Serge & Thomas