

# Workgroup 1 (Marketing) Meeting Minutes

Conference URL:

[https://plus.google.com/hangouts/\\_/jahia.com/oasis-cxs-wg1Tho](https://plus.google.com/hangouts/_/jahia.com/oasis-cxs-wg1Tho)

OASIS Event URL :

[https://www.oasis-open.org/apps/org/workgroup/cxs/event.php?event\\_id=40347](https://www.oasis-open.org/apps/org/workgroup/cxs/event.php?event_id=40347)

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