Edge Native Steering Committee Call

2021-October-13

Agenda Topics	Moderator	Minutes
Approval of the minutes Sept 29, 2021 call	Frédéric	5
2022 Marketing Plan	Hassan	55

Attendees

Frederic Desbiens (Eclipse Foundation)
Hassan Jaber (Eclipse Foundation)
Robert Andres (Eurotech)
Kilton Hopkins (Edgeworx)
Angelo Corsaro (ADLINK)
Adrian O'Sullivan (Huawei)
Will Martindale (Kynetics)
Ivan Paez (Secretary)

Absents

Clark Roundy (Eclipse Foundation)

Minutes
Resolved, the Steering Committee unanimously approves the Meeting Minutes of Sept 29, 2021.

Marketing Plan 2022
Hassan Jaber presented an update on the proposed marketing plan for 2022, including the following topics:

- Target audience and Key Messages (e.g. for adopters and developers, and new members)
- Program objectives - marketing strategies
- Marketing program and tactics (content, platform, marketing intelligence, platform optimization), communication platforms, website and blogs, social media, industry events, snapshot 3, platform optimization. snapshot 4: Market intelligence,
- Community involvement
- Key metrics (# Case Studies, # Blogs, # Surveys, # Edge of Things Webinars, # Social Media posts from official Channels)
- Budget and Resources

Next Meeting
Resolved, the meeting to be held on Wednesday, Oct 27th, 2021 is cancelled because it clashes with EclipseCon week. The next meeting will be held on Wednesday, Nov 10th, 2021.