Workgroup 1 (Marketing) Meeting Minutes

Conference URL:
https://plus.google.com/hangouts/_/jahia.com/oasis-cxs-wg1?authuser=0
OASIS Event URL :
https://www.oasis-open.org/apps/org/workgroup/cxs/event.php?event_id=40347

Date : May 11th, 2015 - 15:00 CET
Present:
- Serge Huber (Jahia Solutions)
- Ivailo Ivanov (Telerik), aka Ivo
- Ate Douma (Hippo)

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

Notes:
- Welcome Ivailo Ivanov to the TC and the marketing workgroup
- Ate requested maybe another date for the meeting as potentially conflict with other internal meeting that involve marketing people. Ivo agreed. We will therefore have to adjust the time and date but will still keep it for the next week
- Everyone agreed that having a marketing automation webinar is a good idea, and we discussed the June 3rd, 2015 at 17:00 CET as a candidate date. This date should be part of the OASIS PR announcing the start of the TC.
- Serge concluded the meeting by presenting the current status of the project to Ivo, as well as the double-sided strategy of OASIS standard and Apache open source contribution. Ivo agreed that it could be interesting to have an open source effort that would not only provide a Java implementation but maybe also a .NET implementation (much in the same way this happened for CMIS : http://chemistry.apache.org).

Action items :
- Confirm the June 3rd date for the webinar in both mailing list and with Carol, and invite TC members to participate ? assigned to Serge - done
- Produce paragraph to insert into TC start PR - assigned to Serge - done
- Ivailo will communicate internally at Telerik, both for marketing and also for potential involvement in the open source implementation effort.
- Ate will get marketing people at Hippo involved, and talk to Arje about the webinar