

# Workgroup 1 (Marketing) Meeting Minutes

Conference URL:

[https://plus.google.com/hangouts/\\_/jahia.com/oasis-cxs-wg1?authuser=0](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](https://www.oasis-open.org/apps/org/workgroup/cxs/event.php?event_id=40347)

Date : June 1st, 2015 - 15:00 CET

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:

- Serge prepared a marketing automation pitch that is the following. You can find this pitch here :  
<https://docs.google.com/document/d/1xyuB2B7MaJbejavVu13dp43afTbpeqSxbZO5sdNSyrA/edit#>
- OASIS TC PR will be released June 2nd
- Serge might not be available on June 8th for the meeting, because of the Jahia user conference preparations
- Serge prepared an abstract for the webinar, that was published in the mailing list

Action items :

- Ate will get marketing people at Hippo involved, and talk to Arje about the webinar **(Unknown)**
- Confirm new webinar dates with Carol - **Done**
- Updated the PR text for the new dates - **Done**
- Conducting meeting with Gene Phiher at Gartner (Thomas) **In progress, will happen on June 8th**
- Schedule a webinar preparation meeting (prepare slides & marketing pitch), June 15th at 14:00 CET (Thomas) - **Done**