Agenda

- EdgeX Challenge 2022 – approved by the TSC. Now the hard work of planning it begins.
  - Vertical space/use case; survey Monkey Results ( )
    - **Decision**: for now, call it Smart * EdgeX Challenge and leave it open to all four options: Smart Ag, Smart Building, Smart Energy, Smart Manufacturing
  - Need a tiger team(s) to plan/run/manage the event
  - Sept/Oct Tasks:
    - Line up sponsors (companies)
      - Determine prizes (news from LF)
        - Organizations like HP would have a hard time providing product for prizes
        - Jim to check with Intel – how did they award prize money last time
    - Line up potential partners (other LF or open source projects, orgs, etc)
      - Jim and all to work to find sponsors and partners
    - Create marketing materials to announce / advertise the event
      - Provide pre-registration advertisement (“coming soon” – sign up to get more information when it is available)
      - Web-site early registration page –
        - Jim provides content and what form details we’d like to capture from pre-registrants for landing page to Gavin
    - Develop the contest materials – Jim to form first draft docs
      - Rules
      - Scope of the solutions
      - Judging criteria and process
      - Assemble training materials
  - EdgeX Ready – refresh of marketing
    - Jim/Rodney authoring blog
    - How / where to hit social media? – Jim to reach out to Jill L.
    - LF Edge announcements page
    - Press Release (link to blog from that)
    - Jim to work with LF (Jill) on campaign
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- EdgeX Developer Badges
  - New program being launched – description
    - [https://github.com/edgexfoundry/edgex-dev-badge](https://github.com/edgexfoundry/edgex-dev-badge)
  - Help needed on
    - award emails
      - Jim to send to Outreach WG for reaction/edits
      - badges (bug hunter and first contributor)
        - community picked the right one from this offering for first contributor.
    - program documentation (and where it should go)
      - Wiki/ Jim to take first shot
    - Marketing release – around Jakarta release
      - Andy – take a first stab
      - May need to brief Jill first and have LF draft

- EdgeX Ireland Release Performance Stats
  - [https://wiki.edgexfoundry.org/display/FA/Ireland+Data](https://wiki.edgexfoundry.org/display/FA/Ireland+Data)
  - How to get it out in the community (blog, social media, etc.)
  - Needs to be part of social media campaign as well

- Event planning
  - Hold off on anything first quarter
  - Spring 2022 events
    - Embedded World, March 2022 Nuremberg
    - IOT World, March 2022 San Diego
    - Hannover Messe, April 2022 Hannover
    - IOT SWC, May 2022 Barcelona
    - IOT Week, June 2022, Dublin
  - What about LF conferences? None scheduled for spring yet.
  - What about vertical shows? Many, but what is the target?
  - Rodney input from show attendance this year:
    - Attendance at shows is very low (~1/4) therefore may not be as successful
    - Cancelling a day or two before the event
  - Travel HP -> end of 2021, Intel -> end of Q1
  - Continue to watch and review the events and company plans
  - Discuss in upcoming meetings: a demo refresh -> just being prepared

- Blog/Vlog schedule (Jim’s proposal)
  - Blog Sept: 2 blogs -> Performance Results / EdgeX Ready
  - Vlog Sept: Getting started with EdgeX 2.0 APIs
  - Blog Oct: EdgeX in Building Automation (user story)
  - Vlog Oct: EdgeX 2 use of the message bus
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- Blog Nov: Jakarta release and EdgeX Badge program
- Vlog Nov: ??
- Get with Jill again and use these with Social Media campaign.

Additional updates
- EdgeX Certified
- Top Coder Challenge – current status and discussions
- Web Site
  - Recent web page stats
- Adopter Series
  - Need recording for Advantech (Jim to send to Gavin/Sophie)
  - In need of next presentors
  - UST Global no response
- Per last meeting
  - LF Edge Strategy use of social media -> Michelle to provide some input