

EdgeX Foundry Outreach Working Group

9/20/21

Attendees:



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**

EdgeX Foundry Outreach Working Group

- EdgeX Developer Badges
 - New program being launched – description
 - <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>
 - 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

EdgeX Foundry Outreach Working Group

- 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