

For marketing meeting Wed 26 June 2019

Update from webcommsat.

Lots of work went into preparing for WCEU Contributor Day, well done to everyone who was involved and contributed in the months before and on the day. @siobhanseija and @yvettesonneveld led the team overall at the event, and let's give them a big round of applause and to everyone who took part in preparing and during WCEU itself. There was a brilliant presence from the marketing team, lots of new people and some members worked with other Make teams too! Siobhan and Yvette will have lots of fuller updates for the meeting.

Promotion of marketing team and what you can do at Contributor Day

1. WCEU will publish a what was achieved at Contributor Day article in the coming two weeks.
 - a. **NEEDED: Siobhan and Yvette, can you please send me content for this.**
1. The original post on Make Marketing, which was created to raise awareness and encourage Contributors to the team, can be found at:
<https://make.wordpress.org/marketing/2019/06/14/contribute-to-marketing-at-wceu/>
 - The link was emailed to all contributors who had expressed an interest in marketing ahead of the event and appeared on the WCEU website, as well as other Contributor event blogs on Make Marketing.
 - Material from this will also help with preparing for other Contributor events.

Other updates from WCEU Contribution Day and WCEU Contributing Areas

On the specific marketing areas I led during the event, here is an update. There were additional work done on some of these areas on other marketing tables too, which Siobhan will share.

1. Interviews

- a. Many interviews were done with WCEU and other teams including WPTranslationDay, and follow up interviews booked.
- b. The #WCEUPortraits series appears on Twitter, Facebook and Instagram on the WCEU accounts. Permission was obtained to re-use these for Make Marketing too and most have added quotes, unused, for that purpose.
- c. Well done to all involved and those willing to be featured too!
- d. @nidhijain @nao @Afsana will be helping with some of these interviews in the coming month and the work jointly with #WPTranslationDay.
- e. **Lots of opportunities** for new people on marketing to help with this too.

2. Polyglot related marketing content

- a. Also see 1 d)
- b. Maedah - the glossary of terms we started developing before WPTranslationDay 4 in May had some additional suggestions from Contributor Day
- c. Extra ideas to add to the article marketing produced with WPTranslationDay. The tips section from this article and other related content on WPTranslationDay website was promoted at the polyglots table too for new contributors.

- d. **Join/ opportunities to get involved in the future?** Lots! @nao on Polyglots and I will talk in the coming weeks about how this further and the interviews relating to translators. Maedah, would you to join this conversation? Anyone else?
- 3. Sponsors document** - Updates from WCEU Contributor Day and Contributing Area, 18-20 June 2019:
- a. Additional comments and feedback from sponsors at WCEU, WordCamp London Sponsors Lead, was done before and at the event.
 - b. All items from the survey to sponsors has now been incorporated and survey closed.
 - c. GoDaddy has offered some additional points, which Hauwa is dealing with. @Breann McDede will be finalizing the work on the day with new Contributor to the Make teams, @Hauwa Abashiya, in the coming two weeks.
 - d. We will take this back to @andreamiddleton in community to see if she has any further questions and then update the marketing meeting. Thank you so much Breann and Hauwa for all your work on this and to all the sponsors who have answered questions.
- 4. WordPress.tv, filming, subtitling, livestreaming blogs/ documentation.**
- a. We also had a number of people working on Wptv and marketing shared items at WCEU including:
 - b. encouraging and doing subtitling, adding to the tips document.
 - i. **Join/ opportunities to get involved in the future?** Add your name to the subtitling card.
 - c. **Identifying marketing videos from wptv.**
 - i. Contributions were worked on relating to videos at WordCamps including ones in Germany, India, Japan, Russia, Thailand and Belgium. Thanks to all the new contributors in particular who worked on this task during the event in person or virtually.
 - ii. **Join/ opportunities to get involved in the future?** Lots of opportunities for both native English speakers and those who can translate/ subtitle content identified.
 - d. **Livestreaming** <https://trello.com/c/cQR962dl>
 - i. explored how documentation / guide/ tips on livestreaming could be prepared and shared potentially across teams including WordCamp which have experience of this, community, training, marketing, and wptv. There was a discussion with Rocío Valdivia, in community, for something on this in the WordCamp organizers handbook too as a joint venture with community, marketing, training, wptv and WordCamps.
 - ii. **Join/ opportunities to get involved in the future?** If you have experience of livestreaming, its technology, policy issues etc, and can contribute to this card, please add your name to the card on Trello. Particular input is requested from WordCamps who already livestream.
 - e. **updating and reviewing the document on “Blog: Video, Audio, and Lighting Tips for WordCamp Interviews”** <https://trello.com/c/5Y0pAgJM>.

- i. Following publication of the blog, this document will be further reviewed with the additional information which has come in and adapted potentially for incorporation with materials in wptv handbook
- ii. Special thanks to contributor @Leo Mindel and input from the wptv team on this blog during the event. Leo and I will bring this back to wptv team and then the marketing team in the next few weeks.
- f. **Wptv success story** <https://trello.com/c/sOCdW7ss>
 - i. Some pics gathered and quotes to use with this post once stats available in month after WCEU.

5. Promoting sustainability at WordCamps <https://trello.com/c/DkVqaHCN>

- a. Some additional bullet points were suggested for this document at WordCamp Europe (WCEU) Contributor Day, June 2019. A meeting in the marketing slack channel is being set to complete the work on this card in the coming weeks with input from those involved in WCEU, WCBristol, WCRotterdam and WCLondon. If you would like to join this, please add your name to this card and we will ensure you are sent information. Thanks everyone.

6. Review of Contributor Day / events marketing

- a. This meeting will take place on 2 July 2019 and we will be joined by Milana, the lead from the WCEU 2019 Community team.
- b. If you have not already completed the doodle poll, can you please do so in the next few days. We will then circulate the time on this channel.