

Marketing Round-up Call

Date: 24-02-2021

Time: 14:00-15:00 (CEST)

Edition: #14

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Meeting Agenda

- Introduction by FIWARE Foundation CMO **Cristina Brandsteter** welcomes all attendees to the call and introduces the novelty to this edition.
- Short updates: Cristina goes into some news highlights including:
 - The newly launched Indian Urban Data Exchange program (IUDX) that will bring FIWARE tech across over 100 Indian cities;
 - The KI marketplatz goes live in early March;
 - FIWARE has chosen a new event platform, Airmeet. The kickoff will be during the Smart Mobility Conference in late March;
 - The i4Trust info sessions have started and there are more to come.
- Presentation by **Bernhard Schmid** (Vienna Business Agency): Bernhard introduces the group and its aim: to exchange ideas and use cases; to grow FIWARE awareness.
- FIWARE Idea Sprint
- The rest of the slides will be sent via email for you to have a look at in your own time

FIWARE Idea Sprint

This Marketing Round-up call will be a little different than usual with the FIWARE Idea Sprint. During this call, we will split up the attendees into smaller groups, with each group focusing on a different question. Each group will be given their own Google Meet link where they can discuss for 20 minutes, to then return to GoToMeeting and present their ideas to the rest of the group.

Please also keep GoToMeeting open during the brainstorming session (but on mute) to make it easier to return to the session once the brainstorming session is over.

- **14:15:** Short introduction to the FIWARE Ideas Sprint
- **14:20:** 20-minute brainstorming session within your designated group
- **14:40:** 3-minute presentations by each group. **Tools you could use for this include** Google Docs, Google Slides, <https://miro.com>, <https://ideaboardz.com>,... it is up to you! **Please highlight one person within the team who will write down and present your ideas.**

Group 1

Google Meet: <https://meet.google.com/idt-rdix-dzj?authuser=0&hs=122>

Question: How can collaborations with FIWARE iHubs be more fruitful for you?

- ❖ Food for thought: Connections with local iHub(s) in your region
- ❖ Food for thought: Setting up joint activities with iHubs

Group Members

- Angeles Tejado (FIWARE Foundation)
- Salim Bendris (NIVID)
- Thomas Badard (EGM)
- Amrita Prasad (Martel Innovate)
- Andrea Gómez (HOPU)
- Benedetta Carlotti (Phoops)
- Yoav Ludmer (Ekron)
- Daniel Villalba (FIWARE Zone)
- Vincent Demotrier (IoT Booster)
- Ali Benbrahim (FIWARE Bridge)
- Nghiep Le

Group 2

Google Meet: <https://meet.google.com/ddo-xtss-ymp?authuser=0&hs=122>

Question: How can members and partners be (more) involved at upcoming events - aside from being co-exhibitors or sponsorship?

- ❖ Food for thought: What type of FIWARE events you prefer: webinars, business-oriented events (FIWARE Days), or fairs, conferences, etc?
- ❖ Food for thought: Speaker slots
- ❖ Food for thought: FIWARE-owned and FIWARE-joint events.

Group Members

- Quy Le (FIWARE Foundation)
- Björn Schwarze (Addix)
- David Seoane (FundingBox)
- Jim Craig (Red Hat)
- Margherita Trestini (Martel Innovate)
- Nicola Mitolo (Unifi)
- Humberto Olivo (Texas Project)

- Edward Abbiati
- Natalia Susana Silva

Group 3

Google Meet: <https://meet.google.com/ikx-ufri-zss?authuser=0&hs=122>

Question: What kind of collaborative initiatives (ie. publications, editorial campaigns, open source stories: collaborative interview series) would you like to see or be a part of in the future?

- ❖ Food for thought: Are you missing something at the moment?
- ❖ Food for thought: Are there topics that haven't been addressed yet?
- ❖ Are there international publications that you feel we should be reaching out to?
- ❖ Are we addressing the right topics in our current running campaigns? Are we missing something?
- ❖ Food for thought: Media partners opportunities: have you got any one to suggest?

Group Members

- Val De Oliveira (FIWARE Foundation)
- Mariana Minascorta (TeamDev)
- Magali Arellano (InfoTech)
- Álvaro Cárdenas (Secmotic)
- Simone Schiordi (Snap4City)
- Xaver Pfaffenbichler (City of Vienna)
- Marina Ortega (FIWARE ZONE)
- Cédric Crettaz and Eunah Kim (FIWARE IoT Lab iHub)

Group 4

Google Meet: <https://meet.google.com/brq-zezw-ekv?authuser=0&hs=122>

Question: How can FIWARE help members to be more successful with FIWARE?

- ❖ Food for thought: What kind of resources are you missing - from tech to Marketing to other areas of your business?
- ❖ Food for thought: What are the bottlenecks you are currently facing and how can FIWARE help you with this?
- ❖ Food for thought: In which areas do you require specific help from FIWARE?

Participants:

- Charlotte Kotterman (FIWARE Foundation)
- Marta Lima (Ubiwhere)

- Margherita Volpe (Zabala)
- Rodríguez, Nuria (Atos)
- Pierre Golz (City of Herne)
- Sabine Buße (Engineering)
- Kiran Yeddala (NIVID)
- Vincent Demortier
- Tomas Ferreira

Group 5

Google Meet: <https://meet.google.com/bxn-owdy-xuq?authuser=0&hs=122>

Question: How can we better position FIWARE in the target markets?

- ❖ Food for thought: Are there any new target markets FIWARE should work on?
- ❖ Food for thought: What resources are you looking for?

Participants:

- Tonia Sapia (FIWARE Foundation)
- Ramesh Subryan (NIVID)
- Ali Benbrahim (iHub Bridge)
- Steven Marks (Hyrd)
- Valeria Morè (Agricolus)
- Wendolijn Beukers (Future City Foundation)
- Bernhard Schmid (Vienna Business Agency)
- Giovanni Coppa
- Maria Kalagani

Meeting Minutes

The next Marketing Round-up Call will take place on 31 March 2021, 2PM-3PM (CEST). Invites will be sent out shortly via email.

Key Contacts

- ❖ **Community Management, Social Media and Call for Contributions:**
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- ❖ **Impact Stories, FIWARE Accelerator and the FIWARE University Roadshow:**
tonia.sapia@fiware.org
- ❖ **Hannover Messe and other related events:** quy.le@fiware.org
- ❖ **Press and PR:** valdirene.deoliveira@fiware.org
- ❖ **iHubs Slide set:** angeles.tejado@fiware.org