

Board Public - Task #3206

LibreOffice 7.0/7.1 marketing plan

2020-05-25 15:24 - Paolo Vecchi

Status:	In Progress	Start date:	2020-05-22
Priority:	High	Due date:	2020-06-05
Assignee:	Paolo Vecchi	% Done:	100%
Category:			
Target version:			
Status summary:	next step to define		
Description			
Asked Italo to start evaluating the campaign and to liaise with Michael.			
Subtasks:			

History

#1 - 2020-05-28 17:08 - Paolo Vecchi

- % Done changed from 10 to 50

#2 - 2020-07-13 17:21 - Paolo Vecchi

- % Done changed from 50 to 100

#3 - 2020-07-29 15:01 - Florian Effenberger

- Project changed from 79 to Board Public

#4 - 2020-07-29 16:05 - Florian Effenberger

- Subject changed from Liaise with Marketing to prepare a marketing campaign to LibreOffice 7.0/7.1 marketing plan

#5 - 2020-07-30 15:13 - Florian Effenberger

- Status summary set to Paolo, Franklin, Michael, Thorsten, Mike, Italo continue working on this

#6 - 2020-07-31 13:05 - Uwe Altmann

<https://nextcloud.documentfoundation.org/s/4pLtn9xn76BkxFK#pdfviewer>

#7 - 2020-07-31 13:59 - Stephan Ficht

Discussion items from 2020-07-31 board meeting:

- Status: Continue working on this

#8 - 2020-08-17 10:51 - Florian Effenberger

- Status summary changed from Paolo, Franklin, Michael, Thorsten, Mike, Italo continue working on this to Paolo, Franklin, Michael, Thorsten, Mike, Italo continue working on this. Website changes pending.

Discussion from board meeting 2020-08-14:

- further steps promised publicly (Lothar)
- special targets? (Paolo)
- changes for the website (Thorsten)
- "old" group to continue (Lothar)

#9 - 2020-09-04 11:51 - Stephan Ficht

- Status summary changed from Paolo, Franklin, Michael, Thorsten, Mike, Italo continue working on this. Website changes pending. to check again, next step to define

Discussion from board meeting 2020-08-28:

(subgroup Paolo, Franklin, Michael, Thorsten, Mike, Italo)

+ no progress (Paolo)

+ continue to be disappointed in lack of AB feedback (Michael)

+ perhaps vacation time - check again in a week or two (Thorsten)

#10 - 2020-09-23 12:43 - Italo Vignoli

Uploaded third iteration of the strategic marcom plan, with action items:

Complete Document with Action Items: <https://nextcloud.documentfoundation.org/s/qPMWRFsxxQ6QFpK>

Short Document with Just Action Items: <https://nextcloud.documentfoundation.org/s/nyX9mLtxFR2kBDD>

#11 - 2020-10-02 07:12 - Stephan Ficht

- *Status summary changed from check again, next step to define to next step to define*

Discussion from board meeting 2020-09-25:

- plan to move quickly on bits that are not controversial; **AI (Italo): write a paragraph on the decision**
- idea: label for LibreOffice release managed by TDF
- use the public marketing discuss list as a defined way to provide feedback
- definitely decide not later than end of Nov.
- should make it clear that group that decides is TDF-members so we get to a decision