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[TOW Meeting Overview](#_pqe27aq5r4tl)

[TOW meeting format](#_276k5oq5phm9)

[Discussion on a topic](#_9yg30hvi8nc5)

[Potential Topics](#_am1r6lojhjyn)

[Other ideas](#_rt1vjdjjo6ey)

[Potential Speakers](#_v3nanodgeqry)

[Discussion/Speaker Schedule](#_wxqvrqyos6co)

# TOW Meeting Overview

## TOW meeting format

TOW meetings will alternate between *informal, casual*, round table discussions on a specific topic that is of interest to the group, and meetings with a guest speaker presentation followed by Q&A.

If anyone has any suggestions for topics or guest speakers, please add them to this document.

The topic for the next meeting will be selected at the beginning of the previous meeting, so be prepared to weigh in on what you are interested in discussing.

## Discussion on a topic

These discussions will be very low key and informal. People should feel free to ask questions, comment, and go 'off topic'. To keep the discussion going, we do ask that everyone on the call be prepared to share something, even if you only speak for a minute. Some ideas of things you might share are:

* What you have tried so far
* What you are thinking of trying
* What has worked best
* What has worked worse
* How effective of a outreach/training device they are for your tool
* Tools/techniques you use
* Challenges you've encountered (e.g. institutional branding for home pages), whether you have a solution or not

## Potential Topics

* Search Engine Optimization for Tools / Getting on Tool Lists
* Making Feature Inclusion Decisions – Dropping support of features – burden / impact of trying to support all request – how to decide
* Transitioning a tool to commercial space
* How to get more collaborators / hands on experience/feedback with users
* Posters/presentations at conferences - are they worth it? Do they get you users?
* Business cards, swag (stickers, etc), handouts, etc - should you do them and how?
* Effective home pages (whether for a web or desktop tool), logos, favicons
* Videos - tips for creating tool overview videos
* Organize coordinated (cross tool) workshops/training session
* Your most and least successful marketing strategy
* Your most and least successful training event

## Other ideas

Success Stories (Business School equivalent of Case Study) – Try to identify the elements of a tool that made it big. → Are there tools here that people would be interested in us trying to get to speak to our group?

## Potential Speakers

* Someone from OpenHelix to discuss marketing strategies?

# Discussion/Speaker Schedule

**September** - Effective Help pages, outreach videos and how to efficiently maintain them.

**October** - Istvan Albert, Biostars. Q&A + discussion afterwards. Presence/Promotion on Bioinformatics Forums

**November** - Anand Merchant, [NCI's BTEP](https://bioinformatics.cancer.gov/btep) (Bioinformatics Training and Education Program - very fancy!), tips on how to give an effective workshop. Q&A + discussion afterwards. Decide topic for December. Effective workshops/classes, where to do them, how long, etc

**December** - How to get, keep and manage outside contributors to your code base

**January** -

**February** -

**March** -

**April** -

**May** -