LFN MAC Meeting

July 27, 2022

LF NETWORKING
THE LINUX FOUNDATION

Antitrust Compliance Notice

› Meetings of the LF Networking Fund involve participation by industry competitors, and it is the intention of the Project to conduct all of its activities in accordance with applicable antitrust and competition laws. It is therefore extremely important that attendees adhere to meeting agendas, and be aware of and not participate in any activities that are prohibited under applicable U.S. state, federal or foreign antitrust and competition laws. Examples of types of actions that are prohibited at LF Networking Fund meetings and in connection with LF Networking Fund activities are described in the The Linux Foundation Antitrust Policy. If you have questions about these matters, please contact your company counsel or Andrew Updegrove, of the firm of Gesmer Updegrove LLP, which provides legal counsel to The Linux Foundation.

› Linux Foundation Antitrust Policy: https://www.linuxfoundation.org/antitrust-policy

THE **LINUX** FOUNDATION

MAC Meeting Agenda - May 11
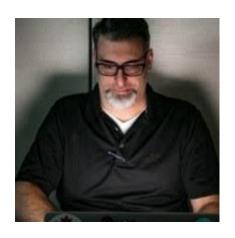
- Welcome Pano Xinos

- ONE Summit

- Content Funnel and Performance

Welcome Pano Xinos

Welcome Pano Xinos!

› New LFN Marketing staff member, Pano Xinos

› Filling big shoes; former member of the LFN MAC

› Trivia
  › Most recently Management Consulting
  › Former Red Hatter
  › Trivia: Hockey, F1, Australian Rules Football, Football (the Soccer kind)

ONE Summit

November 15-16, Seattle, WA

- CFP closes July 29 - *help promote deadline!*
- Sponsorship sales are open!
- Program Committee finalized & announced
- Promotions to date (focus on CFP):
  - "Top 5 Reasons to Speak at ONE Summit" post on LF & LFN blogs
  - Press Release (CFP + Reg)
  - Email blasts (3x)
  - Call out in LFN Q2 newsletter
  - Drift slider added to LFN & LF Edge websites
  - Organic social media
  - Paid digital (see next slide)
  - Event website messaging refresh in progress

ONE Summit Program Committee

- Rabi Abdel, Amazon Web Services
- Lisa Caywood, RedHat
- Wenjing Chu, Futurewei Technologies
- Roy Chua, AvidThink
- Beth Cohen, Verizon
- Marc Fiedler, Deutsche Telekom
- Daniel Havey,, Microsoft
- Kandan Kathirvel, Google Cloud
- Trishan de Lanerolle, Equinix
- Catherine Lefevre, AT&T

- Tom Nadeau, Fellow, Spirent Communications
- Joe Pearson, IBM
- Jim St. Leger, Intel
- Tracy Van Brakle, AT&T
- Olivier Smith, Matrixx Software
- Cedric Thienot, Firecell
- Qihui Zhao, CMCC
- Amy Zwarico, AT&T

Overview: Paid Digital Ad Plan

- Budget: $30k
- Goals:
  - Net new CFP proposals
  - Net new ONE Summit attendees
- Ideal persona's (In order of priority)
  - Network Architects
  - Technical Decision Makers
  - P&L Business Leaders
  - Developers
- Strategy considerations
  - The goal is to first build awareness around ONE Summit and related projects and nurture net new contacts towards event registration.

Proposed Budget Allocation

- CFP Promotion - $4.5k
  i. LinkedIn - $3k
  ii. Google Ads Search - $1k
  iii. Google Ads Display (Retargeting) - $500
- Event Attendee promotion - $25.5k
  i. Google Ads Search - $10k
  ii. Google Ads Display (Retargeting + Affinity audiences) - $3k
  iii. LinkedIn - $8k
  iv. Meta/Twitter/Reddit - $4.5k
  v. Additional potential opportunities (not available today but likely before event)
    1. Account-based advertising via Demandbase - $$$
    2. Stack overflow display ads - $$

THE **LINUX** FOUNDATION

LF NETWORKING

Content Funnel & Performance

Ed Cal

July 5	(Blog Post) ONAP Jakarta
July 7	(PR) ONE Summit CFP & reg open
July 20	(Blog Post) EMCO 22.06
July 22	(Blog Post) Top 5 Reasons to Speak at ONE Summit
July TBD	(Blog post) Equinix/EMCO user story summary
July/Aug TBD	(Blog post) Netgate / FD.io user story summary
TBD	(Blog Post) DTF Summary
TBD	(PR) New Premier member

Content Pipeline

Developer (1/5)
Jan. DTF: Videos & blog post
June DTF: (Capture 4+ assets)
Fall DTF

Note: Developer assets TBC include Tope Reasons to participate in DTF & interviews with developers on why DTF matters

Proof Point (4/10)
Spark - published
Equinix/EMCO - *near final*
Netgate/FD.io - *near final*
Orange / EMCO - LoS - *in motion*
PANTHEON/FD.io/ODL - LoS
ATT/ONAP & Anuket - LoS

Note: Project call downs to be conducted to solicit more user stories

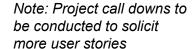| Enterprise (0/2) |
| --- |
| Walmart - re-explore case study on why they joined |
| Microsoft (to explore) |
| DOD (to explore) |
| |
| |
| |

Super Blueprint (1/1)
CapGem + Aarna testing with equip vendors - *near final*
O-RAN or Magma case studies - need to explore

Other

LFN Pitch Deck Refresh - *in progress*

Marketing Programs Roadmap

Jan - Mar	Apr - Jun	2H 2022 Focus Jul - Dec

1H 2022 Focus

Event execution: Dev & Test Forum, MWC, ONEEF, Interop Tokyo's Open Networking & Edge Days

Content: Security paper, Analysys Mason report, proof points (Spark, building pipeline)

Website refresh: new messaging, streamlined navigation, consistent branding, persona focused pages

Messaging: Integrate into website, content, press material

Event impact & execution: ONE Summit

Content: Proof point generation, developer content, enterprise spotlights

Website: Refine messaging and usability

Messaging: Continue to weave into all marketing assets, including ONE Summit (promotional materials + onsite assets). Refine as needed.

THE **LINUX** FOUNDATION

LF NETWORKING

LFN MAC Scorecard

Marketing content pieces	Developer assets (1/ 5) Proof points (4/10) Enterprise spotlights (0/2) Super Blueprint (1/1)
Content engagement	Need promo plans per asset, and build dashboard for viewership & engagement
Contribution to developer engagement	January Dev Test & Forum June DTF (assets TBD/in progress)
Contribution to membership	Aircover marketing and PR supporting recruitment efforts

Key Impacts

- Pipeline took longer to build than expected
- Loss of marketing resource created ~4 month "hole"
- ONE Summit ownership was not factored into '22 plan commits
- Priority shifted to ONE Summit & proof point (ase study/user story) content

Next Steps

- Recalibrate H2 plans to factor in new staffing, ONE Summit commitment
- Revisit marketing plan commits to comprehend ONE Summit resourcing
- Shore up content:

THE **LINUX** FOUNDATION

On track | Some risk | Significant risk, help needed

LF NETWORKING

Next Meeting: August 27, 8:00 am PT

THE **LINUX** FOUNDATION
LF NETWORKING

Thank You!

LF NETWORKING

THE LINUX FOUNDATION