LFN MAC Meeting

August 24, 2022
Antitrust Compliance Notice

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Linux Foundation Antitrust Policy: https://www.linuxfoundation.org/antitrust-policy
MAC Meeting Agenda - August 24

- ONE Summit
- Content Funnel and Performance
ONE Summit

November 15-16, Seattle, WA

- Session accept notices going out this week (~70 total)
- Schedule announcement next week:
  - Press release
  - Email blast
  - Social media
- Promotions shifting from “Submit CFP” to “Register to attend”
  - Keynote speaker cards & updated social graphics in progress
  - Top reasons to attend
  - Track teasers
- **Sponsorship sales are open! Sponsors needed to keep this event going forward**
- Registration is open! Use code ONE22LFNMEM
ONE Summit Sponsors

Confirmed Sponsors

› Diamond: Dell Technologies
› Gold: kyndryl
› Silver: Futurewei
› Bronze: DataBank, Netris.ai

Pending Sponsors/ Co-located Events

● 1 Gold
● 1 Silver
● 1 Bronze
● 4 co-los
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
Content Funnel & Performance
**Ed Cal**

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>July 22</td>
<td>(Blog Post) Top 5 Reasons to Speak at ONE Summit</td>
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<tr>
<td>July 27</td>
<td>(Email) Top 5 Reasons to Speak at ONE Summit</td>
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<tr>
<td>Aug 10</td>
<td>(Blog post) Netgate / FD.io user story summary</td>
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<tr>
<td>Aug 23</td>
<td>(User Story PDF) Equinix/EMCO User Story</td>
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<tr>
<td>Week of Aug 29</td>
<td>(User Story + Blog post) Aarna/CapGemini</td>
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<tr>
<td>Week of Aug 29</td>
<td>(Press Release + Email) ONE Summit schedule announcement</td>
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<tr>
<td>Sept. TBD</td>
<td>(Press Release) New Premier Member</td>
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<tr>
<td>Sept. TBD</td>
<td>(User Story + Blog Post) Orange/EMCO</td>
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<tr>
<td>Sept. TBD</td>
<td>Blog Post) Pantheon/ODL/FD.io User Story</td>
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### Content Pipeline

#### Developer (1/5)
- Jan. DTF: Videos & blog post
- June DTF & Promos for Fall DTF: (Capture 4+ assets)
- Top reasons to participate in OSS/DTF letter for employers
- Fall DTF (videos & interviews)

#### Proof Point (4/10)
- Spark - published
- Equinix/EMCO - published
- Netgate/FD.io - published
- Orange / EMCO - LoS - in motion
- PANTHEON/FD.io/ODL - in progress
- ATT/ONAP & Anuket - LoS
- ONAP/Aarna/TIGO - LoS

#### 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

*Note: Project call downs to to solicit more user stories in progress*
Published Content: Help Promote

Please help promote our new User Stories and other content:

- Re-tweet from LFN handle
- Re-post (and tag LF Networking) LFN LinkedIn posts
## Marketing Programs Roadmap

<table>
<thead>
<tr>
<th>Jan - Mar</th>
<th>Apr - Jun</th>
<th>2H 2022 Focus</th>
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<tbody>
<tr>
<td><strong>1H 2022 Focus</strong></td>
<td></td>
<td><strong>Event impact &amp; execution:</strong> ONE Summit</td>
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<tr>
<td><strong>Event execution:</strong> Dev &amp; Test Forum, MWC, ONEEF, Interop Tokyo’s Open Networking &amp; Edge Days</td>
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<td><strong>Content:</strong> Proof point generation, developer content, enterprise spotlights</td>
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<td><strong>Content:</strong> Security paper, Analysys Mason report, proof points (Spark, building pipeline)</td>
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<td><strong>Website:</strong> Refine messaging and usability</td>
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<td><strong>Website refresh:</strong> new messaging, streamlined navigation, consistent branding, persona focused pages</td>
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<td><strong>Messaging:</strong> Continue to weave into all marketing assets, including ONE Summit (promotional materials + onsite assets). Refine as needed.</td>
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<td><strong>Messaging:</strong> Integrate into website, content, press material</td>
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**THE LINUX FOUNDATION**

**LF NETWORKING**
## LFN MAC Scorecard

| Marketing content pieces | Developer assets (1/5)  
|                         | Proof points (5/10)  
|                         | 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 DTF, June DTF & Fall DTF promos (in motion)  
| 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:
Next Meeting: September 28, 8:00 am PT
Thank You!