

A background graphic featuring a network of blue lines connecting various yellow circular nodes, set against a dark blue gradient background.

LFN MAC Meeting

December 7, 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 Updegrave, of the firm of Gesmer Updegrave LLP, which provides legal counsel to The Linux Foundation.
- › Linux Foundation Antitrust Policy: <https://www.linuxfoundation.org/antitrust-policy>

MAC Meeting Agenda - November 2, 2022

- MAC Chair Elections
- ONE Summit Overview
- Content & KPIs
- 2023 Planning

MAC Chair Election

MAC Chair Election

Timeline:

- Nominations Due: **December 16, 2022**
- Poll published: **January 4, 2023**
- Poll closes: **9:00 AM PT Jan 13**
- Results posted: **January 13, 2023**

Role of the MAC Chair:

- Represent the MAC in LFN Governing Board meetings in a non-voting capacity. S/he will communicate the Board's strategic goals and direction to the MAC, and communicate the MAC plans, activities and achievements to the Board.
- Serve as a general resource for the MAC community, working in close partnership with LF Staff.
- Lead the MAC's strategy/direction discussions
- Chair is an **Individual position, unrelated to the organization that person represents.**

Details & Nominations posted here: <https://wiki.lfnetworking.org/x/ugDxB>

Email MAC@lfnetworking.groups.io to make a nomination!

ONE Summit

 THE **LINUX** FOUNDATION

 **LF** NETWORKING

ONE Summit Overview

- › Total Registration: 522 (405 in person, 117 virtual)
 - › **523** attendees from **193** organizations in **29** countries around the globe. **73%** hailed from North and South America.
- › Content:
 - › **75+** talks including keynotes, workshops, breakout sessions, and lightning talks,
 - › **5 tracks:** Emerging Technologies and Business Models, Industry 4.0, Operationalizing Deployment: Case Studies + Successes + Challenges Security, and The New Networking Stack.
- › Sponsorships:
 - › 262 leads were collected with an average of 18.7 leads per sponsor.
 - › 14 sponsors + LF Edge pavilion & LFN Lounge
 - › Co-located events:
 - › Futurewei, Nephio, SONiC, DENT, Magma
 - › LFN D&TF Following ONE summit
- › Attendee survey responses forthcoming
- › Videos will be posted publicly Dec. 15



ONE Summit

Top 10 sessions by physical room counts

Unsurprisingly:

- Cloud-native topics were most common
- 5G topics of high interest
- Edge approaching mainstream

Individual session popularity:

- Nephio (co-lo)
- SONiC (co-lo)
- CAMARA
- Intelligent scalability
- DENT (co-lo)

Title	In-person	Virtual
Tuesday Keynote Sessions	202	76
Wednesday Keynote Sessions	170	48
Nephio Intro and Pre-Release Demo - John Belamaric & Stephen Wong, Google	67	27
Advancing 5G to Future G Capabilities Through OSS - Michael Anderson, NIWC-P & David Kirkwood, DARPA	53	18
SONiC is the Future of Networking: Dell Technologies takes Open Source Networking Mainstream with Enterprise SONiC - Saurabh Kapoor, Dell Technologies	53	20
The Intersection of Telco Standards and Cloud-Native Automation Principles Through Open-Source - Sana Tariq, TELUS Communications	38	15
CAMARA - Building an Ecosystem for 5G Network Capabilities and Telco Edge Cloud - Nathan Rader, Deutsche Telekom	36	16
Rapidly Scaling Actionable Insights at the Point of Interaction - Mahesh Dodani, IBM & Sean Williams, Intel Corporation	36	4
DENT Overview and Amazon Case Study - Jason Long, Amazon	36	11
The Power of Kubernetes CRDs to Automate the Underlay Network at the Edge - Mauricio Jose Rojas Pino & Rohit Tumkur Pranesha, Nokia	35	7
Day 0, 1 and 2 in the Life of an Edge Computing Deployment - Beth Cohen, Verizon; Ildikó Vánca, Open Infrastructure Foundation; Gergely Csatari, Nokia	33	11
Demystifying Kubernetes Networking for the Enterprise and Service Providers - Susan Wu, Google & Madhukar Krishnarao, VMware	31	16

ONE Summit: News & Social Media

Top Tweet earned 1,115 impressions

Former #LFN mentor, @karimimuigai, shares his experience working with the community and how it's impacted his career helping to build the first smart city in Africa with @konzatech. #LFNDTF #ONESummit pic.twitter.com/Y8DBrXOnci



5 14

View Tweet activity

View all Tweet activity

🕒 Today's the day! #ONESummit kicks off in just 2 hours! You can still register to join us Virtually for 2 days of collaboration & learning: events.linuxfoundation.org/one-summit-nor...



10:29 AM · Nov 15, 2022

Social stats:

- LinkedIn pageviews up 55%
- Engagement 12%
- 147% increase in Twitter engagement
- Twitter profile views up 49%

Media Stats:

- 800 media mentions
- 56M impressions
- 5 LF announcements/PRs



/ innovation

Thanks to open source, 5G cracks 50% of the telecom market

While it's invisible to users, open-source software underlays all of 5G.

OPEN TELCO INFRA SUMMIT



Live Q&A featuring Dell Technologies, Infinera, Linux Foundation, Rakuten Symphony, Verizon and Wind River



LF Europe's Project Sylva wants to create an open source telco cloud stack

ONE Summit: Content Capture Plan

User Stories:

- DoD/DARPA
- 5G SBP
- TBD (Q1'23)
- TBD (Q1'23)
- TBD (Q1'23)

Developer-on-the-Street Videos

- Interviewed 7 ONE Summit and D&TF attendees
- Publication week of January 9

“Top 10 ONE Summit Sessions Countdown” social campaign:

- Micro posts on LinkedIn summarizing the “top sessions” with presenters tagged (include: key points from session, images/pics, link to video)
- Twitter posts on each “top” session with key points & link to video
- Scheduled to start week of January 9

ONE Summit: Developer & Testing Forum

- Summary + Final Stats in progress
- Projects involved: 5G SBP, Anuket, EMCO, FD.io, L3AF, ODIM, ONAP, TF, ODL, XGVela
- Session content available on the Wiki, here:
<https://wiki.lfnetworking.org/display/LN/2022+LFN+Developer+Event+Topics+November#id-2022LFNDeveloperEventTopicsNovember-PlenaryTopics>



Content & KPIs

 THE **LINUX** FOUNDATION

 **LF** NETWORKING

Ed Cal

Dec. 1	(Blog Post) EMCO 22.09 Release
Dec. 15	ONE Summit videos go live
Dec. 15	(Email) LFN Q4 Newsletter
Dec. TBD	(Blog Post) ONAP Kohn Release
Dec. TBD	(Blog Post): DoD/DARPA use case / keynote summary
Dec. 16	(Blog Post): 5G SBP ONE Summit demo summary
Week of Jan. 9	Social campaign: Top 10 ONE Summit sessions

Content Pipeline

Developer (2/5)

Jan. D&TF: Videos & blog post

Top reasons to participate in OSS/ D&TF letter for employers - published

Fall D&TF (videos & interviews)

Proof Point (7/10)

Spark - published

Equinix/EMCO - published

Netgate/FD.io - published

Orange / EMCO - LoS - published

PANTHEON/FD.io/ODL - published

ONAP/Aarna/TIGO - published

TBD ONE Summit preso summary (Q1'23)

TBD ONE Summit preso summary (Q1'23)

Enterprise (1/2)

Walmart - re-explore case study on why they joined - parking lot

IBM / LFN eBook

DOD /DARPA - summary from ONE Summit keynote (EOY)

TBD ONE Summit keynote (Q1'23)

Super Blueprint (1/1)

CapGem + Aarna testing with equip vendors - published

Summary of ONE Summit 5G SBP demo (EOY)

Other

LFN Pitch Deck Refresh - *elevator version ready*

LFN MAC Scorecard

Marketing content pieces	Developer assets (2/ 5) Proof points (7/10) Enterprise spotlights (1/2) 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

- Begin outreach to applicable CFP submitters & summarizing key takeaways from onsite ONE Summit presentations
- Solidify plans for post-ONE Summit content

2023 Budgeting & Planning

2022 Key Learnings

- › Sourcing *public* proof points is difficult
- › Proof point value requires asset consumption – multi-channel promotion is crucial (as is analytics)
- › Developer Marketing: two way communication crucial
- › Event Marketing must be integrated into overall plan

**Full 2022 KPIs ([posted on wiki](#)) to be updated by close of month*

2023 MAC Focus

Continue with Objectives

Influence consumption of LFN project software and artifacts

Position LFN as center of gravity and source of knowledge in networking

Heighten awareness of innovations in LFN communities

Refine Strategies based on 2022 Learnings

CONTINUE

- Consistent use of messaging across marketing activities
- Support for community events and developers
- Evolve web analytics capabilities

ADJUST

- Content creation: quality vs quantity (create once, publish multiple ways)
- Content prioritization: stories that showcase cross-project collaboration & impact
- Content engagement: balance investments in creation and promotion – every content piece needs strong promotion plan
- Event marketing and MAC efforts tightly intertwined from kickoff

Proposed Breakout of Marketing Budget

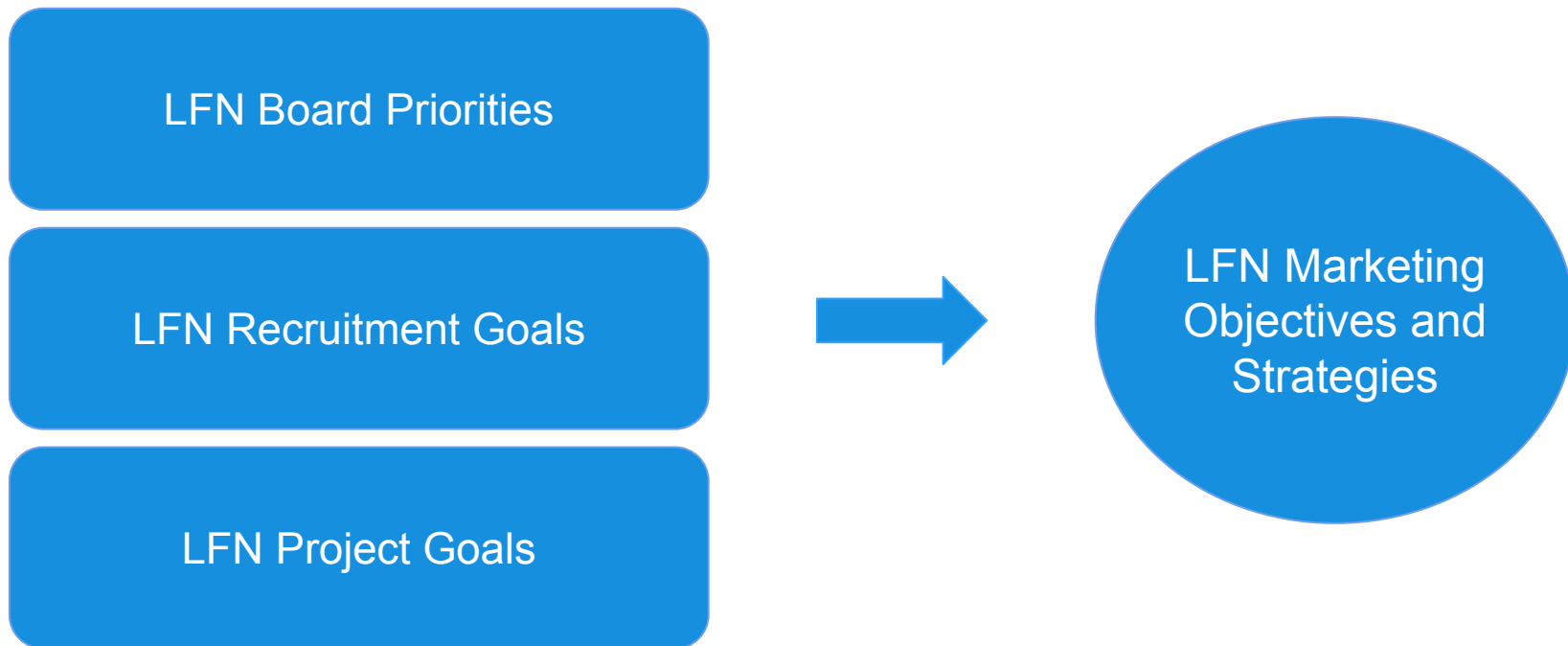
Staffing and Infrastructure: \$469k [FLAT: LF Tier 3 package]]	\$469K: Marketing staff + services, digital tools, operations, lead gen, creative services, press release wire fees, Creative Services
Content production & promotion: \$150k	<ol style="list-style-type: none">1. Content Production (\$70K)<ol style="list-style-type: none">a. Technical writersb. Video productionc. Ebooksd. Analyst engagement/research (\$20k cap)2. Content Promotion (\$80K)<ol style="list-style-type: none">a. Digital advertising & paid socialb. Third party webinars
Developer awards and SWAG: \$15k	\$15K: (community award program, D&TF, etc.)
Website: \$20k [-\$30k]	\$20k: Maintenance following 2022 redesign
Community events & meetups: \$25k	\$25k: (Targeted OSN Days - e.g., APAC, Regional Meet-ups)
Tradeshows & Events: -\$40k	\$35K: ONE Summit marketing (includes press/analyst travel)

Reference: 2022 Marketing Plan

2022 LF Networking Board Approved Goals

- › **Identify & Tackle consumption barriers, celebrate success (Accelerate POC to Production)**
 - › Ease of project consumption (Integration, Interop, upgrades, CI/CD, tools, processes people, documentation, etc.)
 - › Demonstrate Enterprise & Government consumption (end-to-end 5G, API, modularity of projects, use case driven open interop/integration)
 - › Track Market Success for repeatability (case studies, marketing, communication, etc.) & identify post deployment requirements/gaps
- › **Enable Cloud, Telecom & Enterprise Ecosystems collaboration**
 - › Enable Open Interop & Integration Projects or initiatives (Anuket, 5G Super Blueprint)
 - › Facilitate Collaboration in LFN with CNCF, LF Edge, ORAN SC, OIF as top priorities
 - › Increase focus on Enterprise use cases and ecosystem
 - › Promote Research & Community Insights in Enterprise, Telecom, Cloud Ecosystems coming together
- › **Maintain and Grow Community (Developers, Projects, Members, Innovative ideas)**
 - › Focus on Documentation and Technical Marketing of projects / onboarding, etc.
 - › Focus on Developers & Satisfaction (tools, surveys) & attracting system integration developers & testers
 - › Maintain/Grow Members (including ISVs)
 - › Create opportunities for new innovation and experimental ideas across ecosystem

Key Inputs to LFN Marketing Priorities



LFN Marketing Objectives

Influence
consumption of LFN
project software and
artifacts

Position LFN as
center of gravity and
source of knowledge
in networking

Heighten awareness
of innovations
in LFN communities

To motivate companies to...



TRANSFORM
business



COLLABORATE
in new ways



INNOVATE
in our projects

LFN Marketing Focus: Innovate

Objective: Heighten awareness of innovations in our communities

LFN Board Goals ***Influenced***:

- › Create opportunities for new innovation and experimental ideas across ecosystem
- › Increase focus on Enterprise use cases and ecosystem
- › Promote Research & Community Insights in Enterprise, Telecom, Cloud Ecosystems coming together

Strategies / Programs:

- › Implement bold, assertive messaging in ALL marketing programs, content and communications
- › Develop content showcasing technical communities and enterprise use cases
- › Revamp the LFN website and LFN Landscape to highlight innovation, collaboration, and engagement
- › Recognize top community leaders and innovators

KPIs / Goals / Metrics:

- › Syndicate proof points for each LFN Project (Infographics, Webinars, Blogs, Case Studies, etc.)
- › Spotlight enterprise use cases via content, social, and press outreach with members & adjacent projects (L3AF)
- › Grow website traffic and engagement by 10% (measure in page views, clicks, form completions)
- › Launch community Badging & Awards programs across 100% of LFN projects

LFN Marketing Focus: Collaborate

Objective: Position LFN as center of gravity and source of knowledge in networking

LFN Board Goals *Influenced*:

- › Facilitate Collaboration in LFN with CNCF, LF Edge, ORAN SC, OIF as top priorities
- › Maintain / Grow Members (including ISVs)
- › Focus on Developers & Satisfaction (tools, surveys) & attracting system integration developers & testers

Marketing Strategies / Programs:

- › Extend LFN reach, voice, and impact by driving marketing collaborations with other groups
- › Boost owned/earned channels with paid marketing campaigns (to 3 Priority Personas + SIs)
- › Conduct annual Community Survey and bi-annual Newbie Surveys; consider a member survey
- › Drive attendance, participation, and satisfaction at LFN Events (ONE Summit + Technical Events)

KPIs / Goals / Metrics

- › Co-market 5G Super Blueprint integrations with Magma (Q1), LF Edge (Q3), ORAN SC (Q4)
- › Facilitate the acquisition/conversion of at least 3 new LFN members
- › Measure and grow Share of Voice (SOV) vs. other industry initiatives
- › Grow ONE Summit attendance by 20%, LFN Dev & Testing Forums by 10%, and maintain 80% satisfaction

LFN Marketing Focus: Transform

Objective: Influence consumption of LFN project software and artifacts

LFN Board Goals **Influenced:**

- › Demonstrate Enterprise & Government consumption (end to end 5G, API, Modularity of projects, use case driven open interop/integration)
- › Track Market Success for repeatability (case studies, marketing, communication etc) & identify post deployment requirements/gaps
- › Focus on Documentation and Technical Marketing of projects / onboarding etc

Marketing Strategies / Programs:

- › Cultivate, foster, and market Proof of Concept (POCs) w/ LFN projects (5G SBP, ONE Summit, etc.)
- › Encourage, collect, and leverage LFN project proof points with user stories
- › Discover and address barriers to entry for LFN projects, initiatives, and events

KPIs / Goals / Metrics:

- › Grow 5G Super Blueprint community by 10% (companies / projects / participants)
- › Collect 2 proof points per mature project project (TAC / mature projects) with at least 1 on Enterprise
- › Refresh “Getting Started with LFN” content on LFN website/wiki and project websites/wikis

Influence Consumption

Strategies and Programs

Influence
consumption of LFN
project software and
artifacts

Marketing Strategies *(“how” we accomplish the goal)*

1. Create and publish high-quality proof points of deployments, trials, POCs, tooling, and demos
2. Spotlight enterprise participation and use cases

Marketing Programs and Channels *(“what” we will do)*

1. Proofpoint content and enterprise stories via webinars, infographics, case studies, whitepapers, blogs, videos
2. Promote content and stories via marketing & press channels:
 - LFN website, member deck
 - Press pitches (via LFN Fabric)
 - Social outreach
 - Speakerships (LF + non LF events)

Position LFN as Networking Center of Gravity

Strategies and Programs

Position LFN as
center of gravity and
source of knowledge
in networking

Marketing Strategies *(“how” we accomplish the goal)*

1. Integrate updated LFN messaging consistently into marketing content and communications (Best Effort)
2. Spotlight 5G Super Blueprint as hero example
3. Drive marketing collaborations with other groups (LF Edge, CNCF, Magma, O-RAN SC) to extend LFN reach

Marketing Programs and Channels *(“what” we will do)*

1. Messaging
 - Train project teams and support staff on messaging framework
 - Implement messaging in ALL content (see next slide)
2. 5G Super Blueprint content & promotion
3. Maintain touch points with other groups, jointly promote 5G Super Blueprint
4. Distributed Anuket Assured badging

Heighten Awareness of Developer Innovations

Strategies and Programs

Heighten awareness
of innovations
in LFN communities

Marketing Strategies *(“how” we accomplish the goal)*

1. Engage with the technical community at TAC level and through developer events (LFN Developer & Testing Forums, industry events)
2. Create and publish developer-focused content featuring community innovations

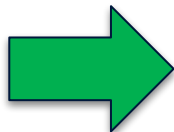
Marketing Programs and Channels *(“what” we will do)*

1. Recognize top community leaders and contributors via Community Badging Program
2. Developer content via webinars, whitepapers, blogs, videos
3. Promote content via LFN website, social outreach, speakerships (LF + non LF events)

Putting LFN Messaging in Action

**Updated LFN
messages**

***Bold,
Assertive***



LFN Website: Homepage, Getting Started, Join (Ola, Paula Personas)

LFN Wiki (Sally): Homepage, Getting Started

LFN Member Onboarding Deck

LFN PPT Template

LFN Pitch Deck (Mike/Arpit)

Social Outreach

Events: Keynote, Content

Marketing Campaigns, Content

Press Material, Boilerplate

Project Messaging

Target Marketing Channels for Content/Proof Points

Owned

- › LFN website
- › LFN webinars
- › LFN social (Twitter, LI, YouTube)
- › LFN newsletter
- › LFN badging efforts
- › Member social channels, websites
- › New member programs around transform, innovate, collaborate

Earned

- › Influencer advocacy
- › Tech and business PR
- › Analysts
- › Industry awards + recognition
- › Event speakerships (CFP or by invite)
- › Industry webinars (by invite)
- › External events (by invite)

Paid

- › Paid Placements in industry publications
- › Paid sponsorships, speakerships at industry events
- › Paid Social Media Campaigns / SEM
- › Industry webinars
- › External events

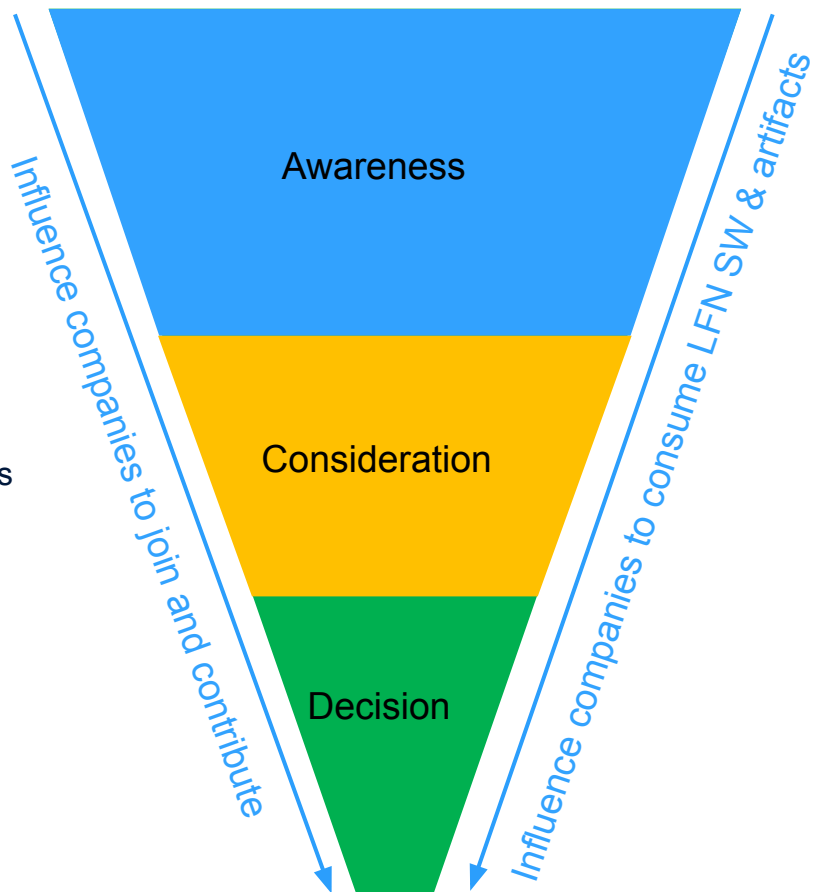
How We Measure Success

Marketing Will Influence these KPIs:

1. Project consumption
2. # of new members joined
3. % increase in developer engagement

Marketing Will Measure these KPIs:

- # of high quality marketing content pieces w/ promotion plans
 - Minimum 5 developer assets / year
 - Minimum 10 proof points (across >5 projects) / year
 - Minimum 2 enterprise spotlights / year
 - Super Blueprint Content
- Content engagement: # viewers, % who took action after viewing asset



2021 Marketing Post-Mortem

Full metrics available here (Q4 still in progress):

<https://wiki.lfnetworking.org/display/LN/MAC%3A+Digital+Marketing+KPIs+2021>

What's Working?





- › Webinars: 10 LFN webinars have produced 1,838 Reg, 873 Attendees, 6,052 YT Views
- › Tech Events Attendance Rate: ~90%, ONE Summit Satisfaction Rate: 96%
- › LFN Year in Review Report: 455+ Downloads

What's Not?

- › Website Traffic: Trending down (around 40% for the year)
- › Downloadable Content: 6-month gap in new content (Mar-Oct) = much lower stats vs '20
- › LFN Newsletter: Clicks down ~30% from 2020, Unsubscribe Rate: X





Detailed KPIs

Note: Developing Member Growth Goals with LF Biz Dev. To be added.

Activity	Goal	X quarter results	Red/yellow/green arrow
Blogs	Benchmarks: X views / per post X clicks / per post Goals: Achieve 10% increase in Metrics QoQ	Q1 results: Q2 results: Q3 results: Q4 results:	
PR	Benchmarks: x# of articles in Top 50 pubs x# of mentions in member announcements Goals: Achieve 10% increase in Metrics QoQ	Q1 results: Q2 results: Q3 results: Q4 results:	
Newsletter	Benchmarks: Open Rate: 22% Clicks per Newsletter: 736 Unsubscribe Rate: X% Goals: Open Rate: 30% Clicks: 1,000 Unsubscribe Rate: TBD	Q1 results: Q2 results: Q3 results: Q4 results:	
Social Engagement	Benchmarks: TBD Goals: TBD	Q1 results: Q2 results: Q3 results: Q4 results:	

Detailed KPIs

Note: Developing Member Growth Goals with LF Biz Dev. To be added.

Activity	Goal	X quarter results	Red/yellow/green arrow
Website	Benchmarks: 7,766 Users / per Q 14,821 Pageviews / per Q 1,451 Downloads / per Q Goals: Achieve 10% increase in Metrics QoQ	Q1 results: Q2 results: Q3 results: Q4 results:	
Webinars	Benchmarks: 184 Registrations / per event 87 Attendees, / per event Goals: Achieve 10% increase in Metrics QoQ	Q1 results: Q2 results: Q3 results: Q4 results:	
Content Production	Minimum 5 developer assets / year Minimum 10 proof points (across >5 projects) / year Minimum 2 enterprise spotlights / year Super Blueprint Content	Q1 results: Q2 results: Q3 results: Q4 results:	
Content Engagement	Benchmarks: 75 downloads / per asset Goals: 100 downloads / per asset 400 views / asset		

2022 Budget

FUNDED

Staffing and Infrastructure	\$469K: Marketing staff + services, digital tools, operations, lead gen, creative services \$50K: Website maint., security, hosting, content/page overhaul	68%
Content production and promotion	\$85K: production (writer, video production) \$90K: promotion (paid social, Google Ads/SEM)	23%
Communications	\$15K: (AR, PR, social)	2%
Developer awards and SWAG	\$15K: (community award program, ONE Summit swag)	2%
Community events & meetups	\$40K: (1 Regional tour + 3 virtual events + small scale meetups)	5%

\$764K

Paid Promos Options

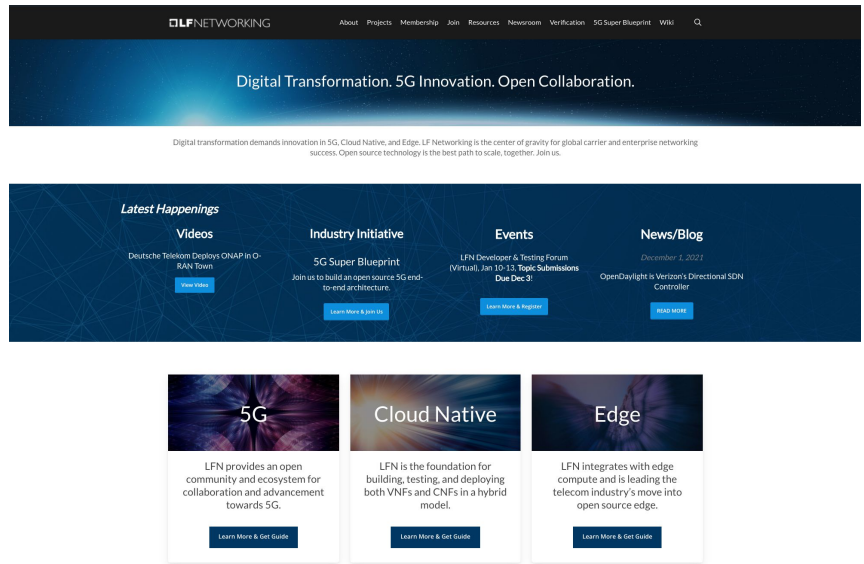
Paid Promotion Options

- › Up to \$90K Promotional Budget (assuming separate ONE Summit Budget and no other major vent sponsorships)
 - › Options:
 - › Paid Social: Twitter, LinkedIn, YouTube
 - › Google (Display/SEM)
 - › Others: TBD
 - › Consulting with LF Central Marketing (Digital Demand team) on optimal allocation of spend, priority channels, program kick off, A/B Testing, etc.

LFN Website Revamp Q1

- › LFN website has largely kept the same since launch
- › Needs:
 - › Streamlined Site Map / Nav
 - › Rotating banner
 - › New messaging / copy throughout
 - › Highlight user stories
 - › Highlight collaboration
 - › Landing pages
 - › SEO

<https://www.lfnetworking.org/>



2022 Timeline

Q1	Q2	Q3	Q4
LFN Developer & Testing Forum (Virtual) (Jan 10-14)	Open Networking & Edge Forum, (Virtual) (Date TBD)	Open Networking & Edge Forum, (Physical) (Date TBD)	LFN Developer & Testing Forum (Virtual) (Date: TBD)
Publish 2021 Annual Report	Paid Promotions	LFN Developer & Testing Forum, Porto, Portugal (June 13-16)	2023 Planning
New Website Roll Out	Proof Point Collecting	Code Release Promos	Code Release Promos
Paid Promotions Pilot	Project Promos (Infographic, 1-Pager, webinar, etc.)	Paid Promotions	Q4 Newsletter
Proof Point Collecting	Code Release Promos	Q3 Newsletter	
Project Promos (Infographic, 1-Pager, webinar, etc.)	Q2 Newsletter		
Spark NZ Webinar & Case Study			
LFN Landscape Completion w/ 5G Super Blueprint			
Code Release Promos			
Q1 Newsletter			

Next Meeting: September 28, 8:00 am PT

 THE **LINUX** FOUNDATION

 **LF** NETWORKING

A background graphic featuring a network of glowing blue lines connecting various yellow circular nodes, set against a dark blue gradient background.

Thank
You!

 LF NETWORKING

 THE **LINUX** FOUNDATION

Marketing Programs Roadmap

Jan - Mar	Apr - Jun	<u>2H 2022 Focus</u> Jul - Dec
<p data-bbox="523 369 749 401" style="text-align: center;"><u>1H 2022 Focus</u></p> <p data-bbox="256 448 1016 517">Event execution: Dev & Test Forum, MWC, ONEEF, Interop Tokyo's Open Networking & Edge Days</p> <p data-bbox="243 564 1029 633">Content: Security paper, Analysys Mason report, proof points (Spark, building pipeline)</p> <p data-bbox="216 680 1054 749">Website refresh: new messaging, streamlined navigation, consistent branding, persona focused pages</p> <p data-bbox="216 796 1054 828">Messaging: Integrate into website, content, press material</p>		<p data-bbox="1184 369 1789 401">Event impact & execution: ONE Summit</p> <p data-bbox="1174 448 1798 517">Content: Proof point generation, developer content, enterprise spotlights</p> <p data-bbox="1188 564 1785 597">Website: Refine messaging and usability</p> <p data-bbox="1192 643 1781 784">Messaging: Continue to weave into all marketing assets, including ONE Summit (promotional materials + onsite assets). Refine as needed.</p>