

# LFN MAC Meeting

February 8, 2023

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 **THE LINUX** FOUNDATION

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# MAC Meeting Agenda - February 8, 2023

- 2023 Vision from the MAC Chair (Sandeep)
- 2023 Event Strategy (WiP) (Heather)
- Upcoming activity & content
- 2023 KPIs

# 2023 Vision (Sandeep)

# 2023 Event Strategy

# ONE Summit Overview

- › Total Registration: 523 (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.
  - › **5** Co-located events:
    - › Futurewei, Nephio, SONiC, DENT, Magma
- › LFN D&TF Following ONE summit
- › **Sponsorships:** 14 sponsors + LF Edge pavilion & LFN Lounge
- › Videos uploaded December 15; promotions ongoing



# ONE Summit Post-Mortem

## The Great

- › Comparatively good attendance given economic climate
  - › Close to ONE Summit Europe pre-pandemic
- › Attendee feedback: Satisfaction rate over 97%; 96% would recommend to friend or colleague
- › Co-located events unexpectedly popular
- › Agenda and content strong

## The Less Great

- › Too much content: With co-located events, we needed fewer tracks
- › Unstructured “hallway track” type interactions not as prevalent as hoped
- › Revenue below expectations, and sponsorship low

# Looking Ahead – 2023 Events Goals

- › **Adjust to market conditions – Reset** Expectations, **de-Risk** Financial Outlay, **Retain** membership/participation
  - › Travel limitations
  - › Sponsorship dollars hard to come by
  - › Venue/F&B costs are higher
  - › **However** some form of F2F important
- › Build on LFN++ collaboration
- › Provide “bully pulpit” – ensure our messaging is heard loud and clear
  - › Importance of using events to hear from business owners, forum for membership discussions
- › Support technical community work
- › **Maintain ONE Summit brand**
- › **Prepare for (Hoped For) Economic Improvement in 2024**



# Context – Strategic Events and Audience Mix

- › Technical Community
  - › Typically served through our D&TFs as well as technical content at ONE Summit
- › Executive Leadership and Business Owners
  - › Typically served through ONE Summit Executive Edition (virtual)
- › Membership and the Market Ecosystem
  - › Typically served through ONE Summit (as well as speaking engagements at other shows)

# Current Proposals Under Discussion

- › Developer & Testing Forum
  - › All virtual vs. mainly virtual + 1 in person
  - › Depends on travel restrictions at member companies
- › Executive Focus
  - › ONE Summit Executive Edition (virtual) as in past years
  - › **Partner with TelecomTV DSP Leaders Forum**
- › Membership and Ecosystem
  - › **Regional ONE Summit Days**
  - › Stripped down ONE Summit experience in fall in Europe
- › 2024: ONE Summit early spring in Silicon Valley
- › Final Decisions at March GB Meeting

# Upcoming Content & Activity

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# ONE Summit: Content Capture Plan

## User Stories:

- 5G SBP - [Published](#)
- DoD/DARPA - in progress
- TBD (Q1'23)
- TBD (Q1'23)

## Developer-on-the-Street Videos (“LFN Community Voices”)

- Interviewed 7 ONE Summit and D&TF attendees
- Videos [live on YT](#)
- [Blog summary](#) live
- Social promos in progress

## “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 “top” sessions with key points & link to video

# Ed Cal

January - February	<i>Project summary blog posts (excerpts from Annual Report)</i>
January - February	<i>LFN Community Voices: Video Q&amp;A series w developers</i>
January - February	<i>Social campaign: Top 10 ONE Summit sessions</i>
January 11	(Blog Post) <a href="#">Anuket Nile Release</a>
January 11	(Blog Post) <a href="#">FD.io in 2022</a>
Starting January 13	Promote D&TF Reg, call for Topics
January 24	(Blog Post): <a href="#">5G SBP ONE Summit demo summary</a>
February 2	(Blog Post) <a href="#">LFN Community Voices @ ONE Summit</a>
Week of February 13	(Blog Post): DoD/DARPA keynote summary
February TBD	2022 Annual Report & promo campaign: blog post, email, social
February	(Blog Post) ONE Summit User Story (TBD)
Feb-March	MWC announcements: New LF Project, New GOV-OPS5G sub-project; LF Edge MOU w OGA
Late Feb	(Blog Post) D&TF Summary

# 2023 Marketing KPIs

# 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

# 2023 Timeline

Q1	Q2	Q3	Q4
LFN Developer & Testing Forum (Virtual) (Feb 10-14)	Open Networking & Edge Forum, (Virtual) (Date TBD)	<del>ONE Summit, (Physical) (TBD)</del>	LFN Developer & Testing Forum (TBD)
Publish 2022 Annual Report	Paid Promotions	LFN Developer & Testing Forum (location TBD)	2023 Annual Report
Website updates	Proof Point Collecting	Code Release Promos	Code Release Promos
ONE Summit content syndication	Project Promos & webinars	Project Promos & webinars	Q4 Newsletter
Q1 Newsletter	Code Release Promos	Q3 Newsletter	2024 Market Predictions
Member/Community survey	Q2 Newsletter	Thought Leadership	Thought Leadership
Thought Leadership (MWC)	Thought Leadership		



# WiP

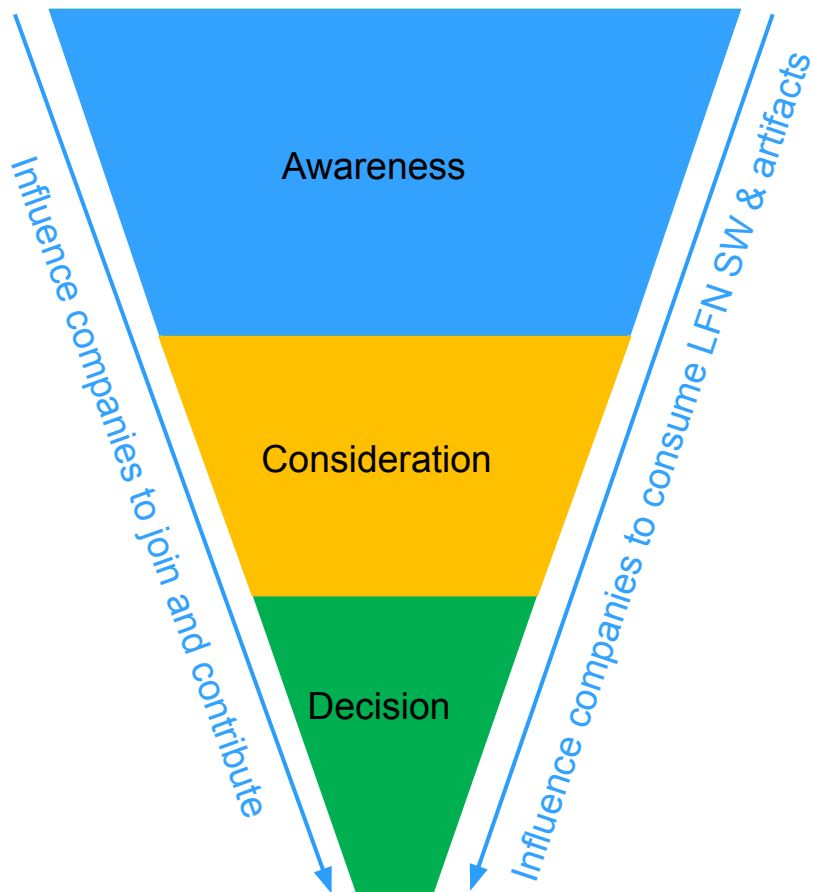
## How We Measure Success

### Marketing Will Influence these KPIs:

1. Collateral consumption
2. # of new leads collected





### Marketing Will Measure these KPIs:

- # of high quality marketing content pieces w/ promotion plans
  - Minimum of 1 User Story per Quarter, with integrated promo plan:
    - Webinar
    - Blog
    - Social media
- Content engagement: # viewers, % who took action after viewing asset







# Detailed KPIs

# WiP

Activity	Goal	X quarter results	Red/yellow/green arrow
Blogs	<b>Benchmarks:</b> Average X views/blog post X conversions/blog post <b>Goals:</b> Achieve 10% increase in Metrics QoQ	Q1 results: Q2 results: Q3 results: Q4 results:	
PR	<b>Benchmarks:</b> # of press releases: Total press mentions (per Q): <b>Goals:</b> # of press releases: Total press mentions(per Q):	Q1 results: Q2 results: Q3 results: Q4 results:	
Newsletter	<b>Benchmarks:</b> Open Rate: 43% Click rate per Newsletter: 1.18% <b>Goals:</b> Open Rate: 46% Click rate: 1.5%	Q1 results: Q2 results: Q3 results: Q4 results:	
Social Engagement	<b>Benchmarks:</b> % follower growth: 129% (LI) 8% (Twitter) Impressions: 87K (LI), 230k (Twitter) <b>Goals:</b> % follower growth: 145% (LI), 15% (Twitter) Impressions: 100k (LI), 250K (Twitter)	Q1 results: Q2 results: Q3 results: Q4 results:	

# Detailed KPIs

# WiP

<b>Activity</b>	<b>Goal</b>	<b>X quarter results</b>	<b>Red/yellow/green arrow</b>
Website	<b>Global benchmark:</b> 9046 average unique pageviews/Q 2m12s average time on site/Q <b>Goal:</b> Achieve 10% increase in Metrics QoQ	Q1 results: Q2 results: Q3 results: Q4 results:	
Webinars	<b>Benchmark:</b> 2 webinars run in 2022 Average 184 registrations/webinar Average 87 attendees/webinar <b>Goal:</b> Achieve 10% increase in metrics QoQ	Q1 results: Q2 results: Q3 results: Q4 results:	
Content Production	Minimum 1 user story /Q <ul style="list-style-type: none"><li>With strong promo campaign</li><li>Prioritize cross-project &amp; Enterprise use cases</li></ul>	Q1 results: Q2 results: Q3 results: Q4 results:	
Content Engagement	<b>Benchmarks:</b> 75 downloads / per asset <b>Goals:</b> 100 downloads / per asset		

*Next Meeting: March 8, 2023*

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

Thank  
You!

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