Marketing Advisory Council (MAC)

MAC Role
Per the LFN Charter, the role of the LFN MAC is the following:

Marketing Advisory Council
a) The MAC will consist of one appointed voting representative from each Platinum Member and each Gold Member and additional representatives of any Member may attend meetings of the MAC on a non-voting basis.

b) The MAC will be responsible for:
   i) interfacing with the Governing Board with respect to the Governing Board’s goals for marketing and outreach for the Directed Fund and support of the Technical Projects;
   ii) designing and developing, with input from the Governing Board and, as appropriate, the Technical Projects, an umbrella marketing and outreach plan (the “Marketing Plan”), which Marketing Plan is subject to approval by the Governing Board;
   iii) engaging with the Technical Projects to identify their respective and collective needs from a marketing and outreach perspective and to reflect those needs, consistent with available resources, in the Marketing Plan;
   iv) coordinating the Directed Fund’s outbound outreach, communications and engagement with the communities and external audiences, including events, tradeshows, websites, etc;
   v) establishing outreach working groups as needed (e.g. to coordinate project or technical area marketing needs), subject to approval of the Governing Board; and
   vi) such other matters related to marketing as may be directed to the MAC by the Governing Board.

c) The MAC will elect a Chair who will be responsible for reporting progress back to the Governing Board. Unless otherwise requested by the Governing Board, the MAC Chair may attend meetings of the Governing Board, but will not attend as a voting member of the Governing Board.

Monthly MAC Meetings
LFN MAC Meetings occur roughly 1x per calendar month. See the Groups.io Calendar to confirm the next meeting date/time.

Listed below is the MAC Meeting Bridge and schedule. Note: You must be a designated MAC representative from your company to attend these calls. Please indicate your interest in joining the MAC by signing up to the mailing list and emailing Brandon Wick

Mailing List
Employees of LFN Member companies are welcome to join the MAC mailing list and attend MAC meetings. You can request to join the MAC mailing list here (again, members only please): https://lists.lfnetworking.org/g/lfn-mac.

Bridge
Due to recent security upgrades. MAC Meeting information will only be distributed via the MAC Mailing list and calendar on Groups.io.

Questions?
Please email Brandon Wick (bwick@linuxfoundation.org).

Meeting Presentations / Minutes:
- November 2018: Minutes | Presentation
- February 6, 2019: Minutes | Presentation
- March 6, 2019: Minutes | Presentation
- April 3, 2019 Minutes (workshop style during ONS)
- June 5, 2019 Minutes | Presentation
- July 10, 2019 Minutes | Presentation
- August 7, 2019 Minutes | Presentation
- September 4, 2019 Minutes | Presentation
- September 24, (workshop style during ONS / no bridge) Workshop Notes
- October 10, 2019: Special Topic: Marketing Campaigns Discussion Minutes | Presentation
- December 10, 2019: Special Topic: Marketing Campaigns Discussion, Pt. II Minutes | Presentation | Recording
- January 15, 2020: Special Topic: Marketing Campaigns Discussion, Pt. III Minutes | Presentation | Recording
- January 29, 2020: Special Topic: Marketing Campaigns Discussion, Pt. IV: Minutes | Presentation | Recording
- Feb 5, 2020, 8:00 - 9:00 AM PT: MAC Meeting: Minutes | Presentation | ONES Prospectus | Personas | Recording
- February 12, 9:00 - 10:00 AM PT: Events Marketing Advisory Call: Minutes
- March 4, 2020, 3:30 - 4:30 PM PT: MAC Meeting: Minutes | Presentation
- March 11, 2020, 3:30 - 4:30 PM PT: MAC Meeting: Minutes | Presentation
- March 25, 2020, 8:00 - 9:00 AM PT: MAC Meeting: Minutes | Presentation | Recording | LFN Ed Cal | Virtual Meetings/Events Best Practices Doc | LFN Webinars Handbook
- April 8, 2020, 8:00 - 9:00 AM PT: MAC Meeting: Minutes | Presentation | Recording | LFN Webinar Proposal Form
- May 6, 2020, 8:00 - 9:00 AM PT: MAC Meeting: Minutes | Presentation | Recording
- June 3rd, 2020, 8:00 - 9:00 AM PT: MAC Meeting: Minutes | Presentation | Recording
- July 15, 2020, 8:00 - 9:00 AM PT: Minutes | Presentation | Recording
- September 2, 2020, 8:00 - 9:00 AM PR: Minutes | Presentation
• October 28, 8:00 - 9:00 AM PT: Minutes | Presentation | Recording
• November 12, 8:00 - 9:00 AM PT: Minutes | Presentation | Recording
• February 17, 8:00 - 9:00 AM PT: Minutes | Presentation
• March 17, 8:00 - 9:00 AM PT: Minutes | Presentation
• April 21, 8:00 - 9:00 AM PT: Minutes | Presentation | Recording
• May 19, 8:00 - 9:00 AM PT: Minutes | Presentation | Recording
• June 16, 8:00 - 9:00 AM PT: Minutes | Presentation | Recording
• July 21, 8:00 - 9:00 AM PT: Minutes | Presentation | Recording
• Sep 8, 8:00 - 9:00 AM PT: Minutes | Presentation | Recording
• November 3, 8:00 - 9:00 AM PT: Minutes | Presentation | Recording
• December 8, 8:00 - 9:00 AM PT: Minutes | Presentation | Recording