

# 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 [Jill Lovato](#).

## 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 [Jill Lovato](#).

## 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 30, 2019: [Minutes](#) | [Presentation](#)
- December 10, 2019: Special Topic: Marketing Campaigns Discussion [Minutes](#) | [Presentation](#)
- December 11, 2019: [Minutes](#) | [Presentation](#)
- December 18, 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](#)
- February 2: 8:00 - 9:00 AM PT: [Minutes](#) | [Presentation](#) | [Recording](#)
- March 23: 8:00 - 9:00 AM PT: [Minutes](#) | [Presentation](#) | [Recording](#)
- NEXT MEETING: May TBD.