2022-06-13 - Plenary: Marketing for LFN Projects

Topic Leader(s)
- Heather Kirksey
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Topic Description
Open Source Project Marketing: Internal and External \60 min
02 Jun 2022

Topic Overview
Project Marketing: Internal and External

As open source community members, we often find ourselves called upon to explain our work internally to our companies and bosses. Additionally, projects will want to use marketing to show the value of their technical work, recruit new developers, attract end users, and raise awareness. In this session, we'll discuss the challenges of open source marketing, discuss strategies for successful internal employer engagement, and some of the practices and programs projects can use to market their work more broadly.

Slides & Recording
Audio starts at 15:23.

Agenda
Awesome presentation
- Point 1
- Point 2

Minutes

Action Items