

# Anuket Launch Event

## Proposed Videos & Scheduling:

Note that this has evolved from the last meeting in December.

Final order dependent on flow based on final recordings.

SCROLL TO SECOND TABLE FOR PROPOSED RUNNING ORDER

| Deep-dive presentations: (10-12 minutes)                                      | Outreach Made? | Confirmed? | Sent Follow Up Email w/ instructions? | Scheduled Date of Recording? | Video Complete?                               | Emails                                                                                                                                                                                                                                                                                                                                                                                      | Notes                                                                     |
|-------------------------------------------------------------------------------|----------------|------------|---------------------------------------|------------------------------|-----------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------|
| Welcome, overview, merger background, brand story, High level vision: Heather | Yes            | Yes        | Yes                                   | 9/25, 9:00 AM PT             | No                                            | <a href="mailto:hkirkkirksey@linuxfoundation.org">hkirkkirksey@linuxfoundation.org</a>                                                                                                                                                                                                                                                                                                      |                                                                           |
| Operator-focused Business Drivers: Beth + other operator                      | Yes?           | No         | No                                    | 9/21, 8:00 AM PT             | Yes                                           | <a href="mailto:beth.cohen@verizon.com">beth.cohen@verizon.com</a><br><a href="mailto:vincent.danno@orange.com">vincent.danno@orange.com</a><br><a href="mailto:william.diego@orange.com">william.diego@orange.com</a><br>KDDI?                                                                                                                                                             | Beth and Vincent have confirmed and William has volunteered.              |
| Technical Project Deep Dive (Nick to help with deck): Georg and Gergely       | Yes            | Yes        | Yes                                   | NA                           | Yes                                           | <a href="mailto:gergely.csatari@nokia.com">gergely.csatari@nokia.com</a><br><a href="mailto:georg.kunz@ericsson.com">georg.kunz@ericsson.com</a><br><a href="mailto:nchase@mirantis.com">nchase@mirantis.com</a>                                                                                                                                                                            | Georg and Gergely have confirmed and Nick will advise on slides.          |
| <b>Mid-length Group Perspective Videos (5-6 minutes)</b>                      |                |            |                                       |                              |                                               |                                                                                                                                                                                                                                                                                                                                                                                             |                                                                           |
| Pan Community Group 1<br>NEW NAME NEEDED?                                     | Yes            | Yes        | Yes                                   | 9/20, 6:00 AM PT             | Yes                                           | Fu Qiao ( <a href="mailto:fuqiao@chinamobile.com">fuqiao@chinamobile.com</a> )<br><br>Trevor Cooper ( <a href="mailto:trevor.cooper@intel.com">trevor.cooper@intel.com</a> )<br><br>Mark Bierel ( <a href="mailto:mark.beierl@canonical.com">mark.beierl@canonical.com</a> )<br><br>Pierre Lynch ( <a href="mailto:pierre.lynch@keysight.com">pierre.lynch@keysight.com</a> )               |                                                                           |
| Pan Community Group 2<br>NEW NAME NEEDED?                                     | Yes            |            |                                       | 9/22, 5:00 AM PT             | Yes                                           | Uli Klueber ( <a href="mailto:Ulrich.Kleber@huawei.com">Ulrich.Kleber@huawei.com</a> )<br><br>Cedric Olivier ( <a href="mailto:cedric.ollivier@orange.com">cedric.ollivier@orange.com</a> )<br><br>Lincoln Lavoie ( <a href="mailto:lylavoie@iol.unh.edu">lylavoie@iol.unh.edu</a> )<br><br>Tomas Fredberg ( <a href="mailto:tomas.fredberg@ericsson.com">tomas.fredberg@ericsson.com</a> ) |                                                                           |
| Pan Community Group 3<br>NEW NAME NEEDED?                                     | Yes            |            |                                       | 9/25, 6:00 AM PT             | Yes                                           | Tom Kivlin ( <a href="mailto:tom.kivlin@vodafone.com">tom.kivlin@vodafone.com</a> )<br><br>Emma Foley ( <a href="mailto:efoley@redhat.com">efoley@redhat.com</a> )<br><br>Sridhar Rao ( <a href="mailto:Sridhar.Rao@spirent.com">Sridhar.Rao@spirent.com</a> )                                                                                                                              |                                                                           |
| TSC Chairs Perspective: Al and Walter                                         | Yes            | Yes        | Yes                                   | Doing Videos on their own.   | Yes (both)                                    | <a href="mailto:acm@research.att.com">acm@research.att.com</a><br><br><a href="mailto:Walter.Kozlowski@team.telstra.com">Walter.Kozlowski@team.telstra.com</a>                                                                                                                                                                                                                              |                                                                           |
| Board sponsors: Jonne and Vincent and Dr. Feng                                | Yes            | Yes        | Yes                                   | 9/21, 9:00 PM PT             | Yes - Jonne<br>Vincent - Yes<br>Dr Feng - Yes | <a href="mailto:jonne.soininen@nokia.com">jonne.soininen@nokia.com</a><br><a href="mailto:vincent.danno@orange.com">vincent.danno@orange.com</a><br><a href="mailto:fengjunlan@chinamobile.com">fengjunlan@chinamobile.com</a>                                                                                                                                                              | 3 separate videos.                                                        |
| Interview: Arpit + Mr. Duan                                                   | Yes            | No         | No                                    | TBD                          | TBD                                           | <a href="mailto:ajoshipura@linuxfoundation.org">ajoshipura@linuxfoundation.org</a><br><br>Mr. Duan (can work through Fu Qiao: <a href="mailto:fuqiao@chinamobile.com">fuqiao@chinamobile.com</a> )                                                                                                                                                                                          | Added this one after the call with China Mobile. Do this one post-launch. |
| Industry Analyst Perspective: Caroline Chappell, Analysis Mason               | Yes            | Yes        | No                                    | 9/21, 9:00 - 10:00 AM PT     | Yes                                           | <a href="mailto:caroline.chappell@analysysmason.com">caroline.chappell@analysysmason.com</a>                                                                                                                                                                                                                                                                                                |                                                                           |
| <b>Short high-level exec endorsements (30-60 sec)</b>                         |                |            |                                       |                              |                                               |                                                                                                                                                                                                                                                                                                                                                                                             |                                                                           |

|                   |     |     |     |     |     |                                                                                                                                                   |                            |
|-------------------|-----|-----|-----|-----|-----|---------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------|
| Andre Fuetsch     | Yes | Yes | Yes | TBD | Yes | Andre Email? Work through Scot Steele: <a href="mailto:SS8171@att.com">SS8171@att.com</a>                                                         | Andre sending in a video.  |
| Chris Price       | Yes | Yes | Yes | TBD | No  | <a href="mailto:christopher.price@est.tech">christopher.price@est.tech</a>                                                                        |                            |
| Sandra Rivera     | Yes | Yes | Yes | TBD | Yes | <a href="mailto:sandra.l.rivera@intel.com">sandra.l.rivera@intel.com</a> , work with Bob <a href="mailto:monkman@intel.com">monkman@intel.com</a> | Sandra sending in a video. |
| Mr. Duan          | Yes | Yes | Yes | TBD | No  | Mr. Duan (can work through Fu Qiao: <a href="mailto:fuqiao@chinamobile.com">fuqiao@chinamobile.com</a> )                                          | Will submit by tomorrow.   |
| Stéphane Demartis | Yes | Yes | No  | TBD | Yes | Work through Vincent: <a href="mailto:vincent.danno@orange.com">vincent.danno@orange.com</a> & William. Speaker TBD.                              |                            |
| Priyanka Sharma   | Yes | Yes | Yes | TBD | No  | <a href="mailto:psharma@linuxfoundation.org">psharma@linuxfoundation.org</a>                                                                      |                            |
| Other?            |     |     |     |     |     |                                                                                                                                                   |                            |

## Proposed Event Agenda:

| Time Slot | Speaker                                                                                                                                                                                                                                        | Running Length / Notes                             |
|-----------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------|
|           | Intro Music / Graphic                                                                                                                                                                                                                          | :10                                                |
|           | Introduction: Heather Kirksey, VP of Ecosystem & Community, Linux Foundation                                                                                                                                                                   | 10:18                                              |
|           | Exec Video: Sandra Rivera, EVP & Chief People Officer, Intel                                                                                                                                                                                   | 1:04                                               |
|           | Anuket TSC Co-Chair: Al Morton, Lead Member of Technical Staff, AT&T                                                                                                                                                                           | 1:30                                               |
|           | Anuket TSC Co-Chair: Walter Kozlowski, Principal, Cloud Infrastructure Architecture, Telstra                                                                                                                                                   | 1:54                                               |
|           | Anuket Community Video 1: Fu Qiao, Project Manager, China Mobile; Trevor Cooper, Principal Engineer, Intel; Mark Beierl, Software Engineer, Canonical; Pierre Lynch, Lead Technologies, Keysight Technologies                                  | 7:47                                               |
|           | Board Sponsors: Dr Junlan Feng, Chief Scientist & GM of AI and Intelligent Operation R&D Center, China Mobile                                                                                                                                  | 3:14                                               |
|           | Board Sponsors: Vincent Danno, Director, Broadband, Virtualisation, Strategy, Architecture, Standards, Orange                                                                                                                                  | 1:54                                               |
|           | Heather Interspatial 1                                                                                                                                                                                                                         | :37                                                |
|           | Operator Perspective: Anuket Business Value: Beth Cohen, Cloud Technology Strategist, Verizon & William Diego, Open Source Manager, Orange                                                                                                     | 9:51                                               |
|           | Heather Interspatial 2                                                                                                                                                                                                                         | :35                                                |
|           | Analyst Video: Caroline Chappell, Research Director, Analysys Mason                                                                                                                                                                            | 6:04                                               |
|           | Board Sponsors: Jonne Soininen, Head of Open Source Initiatives, Nokia                                                                                                                                                                         | 1:41                                               |
|           | Anuket Community Video 2: Uli Kleber, Chief Engineer Standardisation, Huawei; Cedric Ollivier, Network Automation Expert, Orange; Lincoln Lavoie, Senior Engineer, InterOperability Laboratory, UNH; Tomas Fredberg, Chief Architect, Ericsson | 9:26                                               |
|           | Exec Video: Stéphane Demartis, VP, Cloud Infrastructure, Orange Labs                                                                                                                                                                           | :48                                                |
|           | Heather Interspatial 3                                                                                                                                                                                                                         |                                                    |
|           | Anuket Technical Project Deep Dive: Georg Kunz, Cloud Open Source Coordinator; Gergely Csatóri, Senior Specialist, Open Source, Nokia                                                                                                          | 19:26                                              |
|           | Mr. Duan, Vice General Manager of China Mobile Research Institute                                                                                                                                                                              | TBD                                                |
|           | Exec Video: Priyanka Sharma, Executive Director, CNCF                                                                                                                                                                                          | TBD                                                |
|           | Anuket Community Video 3: Tom Kivlin, Principle Cloud Orchestration Architect, Cloud Centre of Excellence, Vodafone; Emma Foley, Senior Software Engineer, Red Hat; Sridhar Rao, Solutions Architect, Spirent                                  | 6:51                                               |
|           | Exec Video: Chris Price, President, Ericsson Software Technology                                                                                                                                                                               | TBD                                                |
|           | Exec Video: Andre Fuetsch, President and Chief Technology Officer, AT&T Labs                                                                                                                                                                   | :59 EDIT: Cut first few seconds off the beginning. |
|           | Closing: Heather Kirksey, VP of Ecosystem & Community, Linux Foundation                                                                                                                                                                        | 2:49                                               |

## Ahead of launch:

- Send press conference invites and offers for 1:1 pre-briefs to targeted list of press/analysts in vertical space. Share assets and news package under embargo.
- Target additional 1-2 higher-tier tech journalists and offer 1:1 interviews with higher-level narrative on ecosystem benefits, why this is important

## At launch (Jan. 27):

- Press Conference 7:30 - 8:00 PST
- Launch Event 8:00 - 10:00 PST

## Details:

- Interspersed pre-recorded short video clips (5-6) (upper level execs from supplier and operators + those ingrained in technical side)
- 1-2 meaty presos on business motivation/drivers (e.g. operator); one on work we're doing, how we're blending specs and implementation work, flow into conformance, organization (e.g. someone like Phil Robb from tech perspective from supplier/operator)
- Live broadcast + Recording available on website, YouTube for on-demand
- Custom Zoom background
- Timing: 8 am PT
- Press release (to wire, LF, and LFN websites; sent to broad swath of press/analysts)
- Community blog post
  - More informal look at the news, with additional color/details not provided in the PR (complete)
- Broad social media campaign
  - Directing to PR, blog, and video interviews
  - Robust set of tweets and LinkedIn updates to post from LFN and LF handles
  - "Tweet sheet" and accompanying graphic sent to members, other LF projects
  - Paid social?
- Accommodate any post-announcement requests for 1:1 interviews

## Assets

- Press release (with member quotes)
- Blog post
- Third-party video interviews (to follow up launch)
- Tweet sheet
- Social graphic(s)
- Anuket Website
- Anuket Wiki
- Infographic (to follow up launch)
- Swag in the store for purchase (scarves)