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**	hkirkirksey@linuxfoundation.org	
Operator-focused Business Drivers: Beth + other operator	**Yes?**	**No**	**No**	**9/21, 8:00 AM PT**	**Yes**	beth.cohen@verizon.com ~~vincent.danno@orange.com~~ william.diego@orange.com 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**	gergely.csatari@nokia.com georg.kunz@ericsson.com nchase@mirantis.com	Georg and Gergely have confirmed and Nick will advise on slides.
Mid-length Group Perspective Videos (5-6 minutes)							
Pan Community Group 1 NEW NAME NEEDED?	**Yes**	**Yes**	**Yes**	**9/20, 6:00 AM PT**	**Yes**	Fu Qiao (fuqiao@chinamobile.com) Trevor Cooper (trevor.cooper@intel.com) Mark Bierel (mark.beierl@canonical.com) Pierre Lynch (pierre.lynch@keysight.com)	
Pan Community Group 2 NEW NAME NEEDED?	**Yes**			**9/22, 5:00 AM PT**	**Yes**	Uli Klueber (Ulrich.Kleber@huawei.com) Cedric Olivier (cedric.ollivier@orange.com) Lincoln Lavoie (lylavoie@iol.unh.edu) Tomas Fredberg (tomas.fredberg@ericsson.com)	
Pan Community Group 3 NEW NAME NEEDED?	**Yes**			**9/25, 6:00 AM PT**	**Yes**	Tom Kivlin (tom.kivlin@vodafone.com) Emma Foley (efoley@redhat.com) Sridhar Rao (Sridhar.Rao@spirent.com)	
TSC Chairs Perspective: Al and Walter	**Yes**	**Yes**	**Yes**	**Doing Videos on their own.**	**Yes (both)**	acm@research.att.com Walter.Kozlowski@team.telstra.com	
Board sponsors: Jonne and Vincent and Dr. Feng	**Yes**	**Yes**	**Yes**	**9/21, 9:00 PM PT**	**Yes - Jonne** **Vincent - Yes** **Dr Feng - Yes**	jonne.soininen@nokia.com vincent.danno@orange.com fengjunlan@chinamobile.com	3 separate videos.
Interview: Arpit + Mr. Duan	**Yes**	**No**	**No**	**TBD**	**TBD**	ajoshipura@linuxfoundation.org Mr. Duan (can work through Fu Qiao: fuqiao@chinamobile.com	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**	caroline.chappell@analysysmason.com	
Short high-level exec endorsements (30-60 sec)							

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

	Outro Music / Graphic	:10

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)