

2021-07-21 MAC Minutes

Attendees & Representation:

Member	Representing
Lindsey Sech	Intel (MAC Chair)
Bob Monkman	Intel (Anuket Rep)
Geoff Hultin	Turnium
Neal Hartsell	Netgate (FD.io Proxy)
Adam Grochowski	Juniper (TF Rep)
Lincoln Lavoie	IOL-UNH
Ranny Haiby	Samsung (ONAP Rep)

LF Staff: Brandon Wick, Jill Lovato, Heather Kirksey, Kenny Paul, Trishan de Lanerolle

Presentation

[Available here](#)

Agenda

- LFN Messaging Update
- LFN Strategy Evolution
- Marketing + Biz Dev Integration
- LFN Events, Deployment News, Speaking Update
- LFN Community Involvement
- 1H2021 KPIs Review
- MAC Action List

House Keeping

- Start the Recording
- We will start by mentioning the project's Antitrust Policy, which you can find linked from the LF and project websites. The policy is important where multiple companies, including potential industry competitors, are participating in meetings. Please review and if you have any questions, please contact your company legal counsel. Members of the LF may contact Andrew Updegrove at the firm Gesmer Updegrove LLP, which provides legal counsel to the LF.
 - [Antitrust Policy](#)
- Agenda Bashing

Minutes

LFN Messaging Update

Lindsey provided an overview of the new LFN messaging. The same slides were shown at the LFN Board meeting the hour prior. We will make slight tweaks based on the feedback received, e.g. developers don't care so much about the "largest set of projects"; rather, a welcoming and navigable community where they can get support. Additional messaging around the enterprise will be developed and added later. **A big Thank You to the LFN Marketing Working Group!**

LFN Strategy Evolution

Brandon gave an update. Now that the LFN Messaging exercise is (nearly) complete, we'll be shifting gears toward revamping the LFN Marketing Strategy. Sandeep (LFN Vice Chair) will be taking the lead on this. We'll continue the Friday Calls at 7:00 AM PT and rename them "LFN Strategy Working Group". Existing working group members are encouraged to stay on and new participants are welcome. Email bwick@linuxfoundation.org to be added to the meeting invite.

Marketing + Biz Dev Integration

Part of the LFN Marketing strategy will be a closer synch with LFN Biz Dev efforts, especially around Enterprise. We met recently with Linux Foundation CRO, Mike Woster to get in synch. We will look to align the Marketing with LFN Membership Growth Efforts in 2 approaches: Account Based (Key accounts with targeted, project based messages), and broad air cover for enterprise outreach and innovation around private 5G Networks.

LFN Events, Deployment News, Speaking Update

Brandon gave an update. ONE Summit, Oct 11-12 will be a hybrid physical/virtual event. The schedule will be published soon and registration is now open. The networking booth will be based on the 5G Super Blueprint and there will be an offsite community event on Tuesday evening (Details TBD). During MWC, Orange and DT published ONAP deployment news and LFN GM Arpit Joshipura has given 3 virtual keynotes recently.

LFN Community Involvement

Brandon gave examples of member engagement opportunities including an Orange deployment example, Anuket Ambassadors program, and an LFN-wide community badge initiative being led by the TAC.

1H2021 KPIs Review

Brandon gave an overview of 1H2021 KPI metrics. A point was made to evolve and tie back KPIs to the revised LFN Marketing Strategy including Marketing Qualified Leads (MQLs). The LF has now brought on a new Chief Marketing Officer, Derek Weeks. We'll be sharing the marketing plan with him for input and looking to integrate with Hubspot marketing automation, lead scoring, etc. It was recommended to avoid relying only on cookie tracking (that can get blocked) and to keep campaigns simple.

MAC Action List

Help Cross Promote:

- LFN News & Announcements: <https://www.lfnetworking.org/newsroom/announcements/>
- 5G Super Blueprint: <https://www.lfnetworking.org/5g-super-blueprint/>

Consider:

- Sponsoring the Open Networking & Edge Summit: <https://events.linuxfoundation.org/open-networking-edge-summit-north-america/>
- Joining the LFN Strategy/Enterprise Working Group: bwick@linuxfoundation.org
- Submitting a LFN Webinar Proposal https://docs.google.com/forms/d/e/1FAIpQLSfH5iJV9vXJ_RRuMMUQd171YH1T2RGjAmmFf2Gp4E3WR19jFw/viewform
- Submitting blog topic, SME, cross-post in key areas (5G, cloud native, edge): jlovato@linuxfoundation.org
- Participating in a member spotlight blog: jlovato@linuxfoundation.org