

2021-12-08 MAC Minutes

Attendees & Representation:

Member	Representing
Lindsey Sech	Intel (MAC Chair)
Sandeep Panesar	Turnium (Vice Chair)
Bob Monkman	Intel (Anuket Rep)
Neal Hartsell	Netgate
Filip úzy	PANTHEON.tech (ODL Rep)
Ranny Haiby	Samsung (ONAP Rep)
Josh Saul	Netris
Stefan Kindt	Nokia
Yves Bellego	Orange

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

Meeting Materials:

[Slide Presentation](#)

[Zoom Recording](#)

Agenda

- Strategic Plan Review
- 2021 Highlights
- Thank You!

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

Strategic Plan Review

Brandon & Lindsey presented the 2022 Marketing Plan. We developed our Marketing Objectives and Strategies based on LFN Board Priorities + LFN Recruitment Goals + LFN Project Goals.

Our three pillars are:

- Transform: [Influence consumption of LFN project software and artifacts](#)
- Collaborate: Position LFN as center of gravity and source of knowledge in networking
- Innovate: [Heighten awareness of innovations in LFN communities](#)

LFN Messaging Status: We are about 1/3 of the way through making messaging updates through all our properties/channels. The new website coming Q1 will be a key part of this.

Some LFN Marketing Elements Working Well:

- Webinars: 10 LFN webinars have produced 1,838 Reg, 873 Attendees, 7,847 YT Views
- Tech Events Attendance Rate: ~90%, ONE Summit Satisfaction Rate: 96%
- LFN Year in Review Report: 455+ Downloads

Some LFN Marketing Elements Not Working Well:

- Website Traffic: Trending down by around 40% for the year)

- Downloadable Content: 6-month gap in new content (Mar-Oct) = much lower stats vs '20
- LFN Newsletter: Clicks down ~30% from 2020, Unsubscribe Rate: X

Gathering proof points from LFN Members around their consumption and deployment of LFN projects that we will build stories around will be critical. We'll front load this effort in Q1 & Q2 to help get us through the summer doldrums. It was suggested that templatize this ask whenever possible to make it easier for members to respond to something vs starting from scratch. There was a question about how we define "Enterprise" use cases. An example would be an interview with Walmart about their enterprise networks. A question was raised about how we reach new audiences to attract new members/participants to LFN. In addition to what we populate on our *owned* channels, and what what we're able to generate through *earned* media, we will use a strategic *paid* marketing campaign to get in front of our top three personas in our target audiences.

2021 Highlights

On the October LFN Board Meeting, 2021 achievements were highlighted including several influenced by marketing.

10 press releases and 25+ media/analyst briefings produced articles in industry pubs like LightReading, SDx Central and Forbes.

2021 Highlights

A big **thank you** to all the LFN MAC Project Liaisons and Messaging and Working Group participants! Happy Holidays and we'll see you next year!