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

Topic Leader(s)

- Heather Kirksey
- Bob Monkman
- Brandon Wick

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. 😣

Marketin...ects.mp4
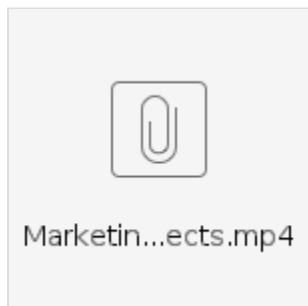
Agenda

Awesome presentation

- Point 1
- Point 2

Minutes

Action Items

- [ ]