

LF Edge Outreach Committee (2021)

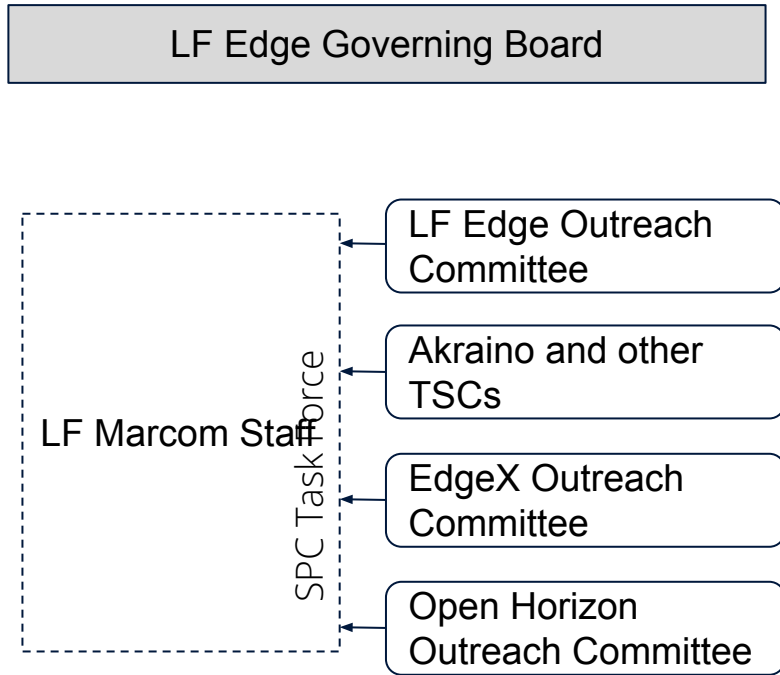
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LF Edge Charter for Outreach Committee

- › Deliverables for the Outreach Committee
 - › Per Charter: *“Outreach Committee will be responsible for the design, development and execution of community outreach efforts on behalf of the Governing Board. The Outreach Committee is expected to coordinate closely with the Governing Board and technical communities to maximize the outreach and visibility of the Technical Projects throughout the industry.”*

Current Ways of Working - Discussion



- › Stage 3 projects are focus of LF Edge Marketing and Communications (Events, PR, Funding etc.)
- › Akraino and others do not have a WG and works directly with LF staff vs. engaging with larger Outreach Committee. Outreach chair provides support as needed
- › EdgeX and Open Horizon have an independent WG
- › LF Staff, outreach and TAC have created a support matrix by stage of project

Example of Agenda items discussed in 2020 (LF Edge) ~biweekly-monthly freq

- › Project Updates / presentation
- › Board read-out
- › Recent & Upcoming MarComm Activity
 - › News
 - › Webinars, blogs, & other MarComm assets
 - › Social and web updates
- › Outreach Chair Elections
- › 2021 Events Strategy + Planning
 - › LF Edge Virtual Tech Event
 - › EDGE Computing World - End User Kickoff Event #2
- › TAC White Paper v2
- › SOTE 2021 Update
- › Sponsorship Opportunity - EdgeCon
- › Open Discussion

Higher focus on Marketing Events, Status updates & governance for projects, board, marcom

Example of Lessons Learnt from LFN MAC (equivalent of outreach @ LF Edge)

1. Strong MAC Chair & Participation from community as bridge to the LFN Board and other committees as needed (SPC, TAC, etc.)
 - a. Recruiting *strong marketeers from the member companies* -- lots of MACs in open source start w/ an engineering-oriented membership. Getting actual marketing folks involved is crucial
2. Annual strategic *marketing plan* that includes LFN umbrella and project priorities
3. Annual *messaging exercise* to properly position the umbrella/projects and demonstrate unique value in the industry
4. Synergistic *cross-project activities* (e.g., research, surveys, demos, whitepapers, webinars, etc.) that unite the community around common goals
5. Proactive leadership and operational *support by LFN staff* (wikis, agendas, meetings, minutes, reminders, etc)
 - a. Shifting focus to value-oriented activities like messaging rather than updates and events -- value focused rather than task focused.
 - b. Making updates more back up so that discussion happens in the meetings

Deliverables and Objectives

(from January 2020)

LF Marketing/PR Services (Mae and Jill):

- Media & analyst relations for LF Edge and projects
- Strategic counsel for news, thought leadership
- Writing press releases, blogs, updating datasheets
- Securing speaking engagements and media partnerships, creating speakers bureau
- LF Edge website updates
- Managing LF Edge Twitter, Youtube and LinkedIn (both launching in 2020)
- Managing EdgeX Twitter, Youtube and LinkedIn (grandfathered in)
- Promoting all project events, news and content
- Monthly update emails
- Event support
- Webinars

Outreach Committee: (led by LF Edge Marketing Outreach Chair)

- Creating cross-project messaging/narrative
- Events strategy and coordination
- Budget approvals and allocations for marketing activities
- Creating case studies, testimonials, white papers
- Monthly PR/marketing updates for the GB
- Help in obtaining related member news
- Monthly spotlight member blogs
- Representing projects at industry events/speaking engagements
- Identifying cross-project synergies
- Provide supporting executive comments for LF Edge/project news releases

Projects:

- Management of content and updates for solo websites (such as EdgeX Foundry and Baetyl)
- Blog writing and curating technical content
- Attending events, volunteer for the booth, and speaking engagements
- Managing Slack
- Attend / liaise with TSC , report updates back to the marketing group and LF marketing services team
- Demo creation/presentation for display at events, on video, etc.
- Raise any needed funds for activities outside of LF Edge umbrella marketing scope

MarComm Activities: Preference Rank

Please fill out survey to indicate your preferences for MarComm activities: <https://www.surveymonkey.com/r/ZFGP5VG>

Marketing and Communications	Stage 1: At Large	Stage 2: Growth	Stage 3: Impact	Priority
Website & Messaging	Listed third	Listed second	First listing / Top billing	
Events - Demo Space in LF Edge booth		Secondary demo space; second choice for booth times	Premium demo space; priority booth times	
Project Lifecycle Announcements	Tweet, Blog/Press Release inclusion	Tweet, Press Release	Tweet, Press Release, Proactive Pre-Briefs	
LF Edge Entry Exposure	Included	not applicable	not applicable	
Technical Release Amplification	Tweet, Press Release (combined with other news)	Tweet, Press Release (combined with other news), Webinar, Blog, Pitch	Tweet, Stand-alone Press Release, Webinar, Blog, Pitch	
Project Overview Webinars	Third	Second	First	
Blogs	2x/year	Quarterly	Monthly	
Marketing amplification at LF Board, LF Events		Secondary Consideration	Quarterly	
DDF/Plugfest/Hackfest/TSC F2F		Up to \$1k/event	Up to \$1k/event	
Meetups	Up to \$250/meetup	Up to \$250/meetup	Up to \$250/meetup	
Stage 3 Project Discretionary Budgets			\$10,000 discretionary spend	

LF Edge GB: 2021 Priorities

1. Growing the Community (Membership, Projects, Devs & Users)
 - a. Members
 - i. Membership Value
 - b. Projects
 - i. Potential 3-5 new projects from Members
 - c. Vertical Solution/End User Groups
 - i. LF Energy + Fledge strategy in place (joint work)
 - ii. LF AI & Data request for LF Edge Collaboration
 - iii. New vertical area forming under LF with impact to LF Edge: Agriculture, Health IOT
2. Amplify Value LF Edge (This is the year of deployment)
 - a. How do we get this amplified given that LF is a layer detached from actual end user solutions (through vendors/SIs)
 - b. Updates to Outreach Strategy
 - i. Need help to refresh the LF Edge Pitch Deck

LF Edge Outreach Committee: 2021 Top Objectives and Deliverables

1. Governing Board Support (Key Board objective: Operations alignment)

- › Provide Marketing and Communications strategy/plan to support the LF Edge Governing Board Objectives & Priorities
- › Budget approvals and allocations for marketing activities
- › Monthly PR/marketing updates for the GB
- › Help in obtaining related member news
- › With LF Staff and within the outreach committee, establish KPIs across LF Edge to track and monitor Marcom

2. Thought Leadership / Messaging / Storyline (Key Board Objective: Amplify Value of LF Edge)

- › includes Message hierarchy, Cross Project Narrative, Campaigns, pitch deck etc
- › Ensure support, alignment and motivation for Marketing Working Groups within LF Edge Projects (Eg EdgeX, Open Horizon)

3. Marketing Events, Digital and Social (Key Board Objective: Grow Ecosystem)

- › Events strategy and coordination (including LF Edge + Project Demos coordination)
- › Representing projects at industry events/speaking engagements
- › Create and Support a Digital and Social Media Strategy as a platform for LF Edge & Projects

4. Content / Collateral Strategy (Key Board Objective: Grow Ecosystem)

- › Working with LF Staff, Community Members, TAC and project to help drive creating case studies, testimonials, white papers
- › Support Launch of Major Project Releases as required

Options for LF Edge Marketing & Communications

Options to Jump start LF Edge Marcom

1. Merge Project Marketing WG into a single entity
2. Restart Outreach with new strategy, objectives, processes and leadership
3. **Governing Board Members + Volunteers in SPC task force to scope the operations. Outreach Committee then executes.**
4. Cancel outreach and leave Comms to LF PR & Marketing (website, content, wiki, event) to projects.

BACKUP

LF Edge 2021: Key objectives

LF Edge Accelerating Community Collaboration



25+%

New Member
Y/Y increase



80%

New Projects increase
SOTE, Open Horizon, SDO...



25+

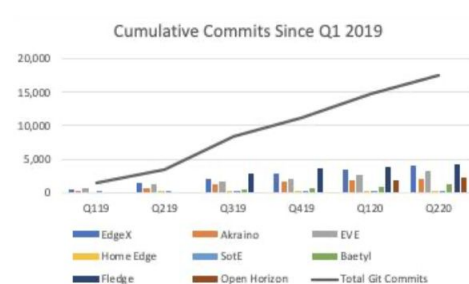
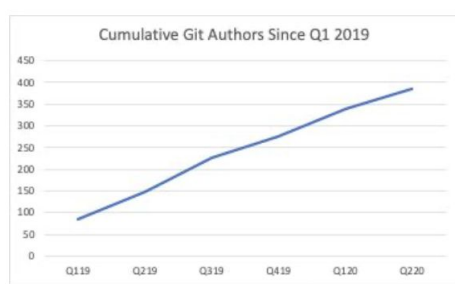
Global Deployments &
Commercial Products



6M+ /30+

EdgeX Downloads and
Akraino Blueprints in
development

160% Growth in Developers Y/Y, 4X Commits Y/Y



15800 global mentions since launch

Participation from Service Providers (Telco, Cloud, Cable), IOT, Enterprise ecosystem with a goal of Unifying Edge Frameworks & Life cycle mgmt

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Project Overview Webinars	Third	Second	First	
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Marketing amplification at LF Board, LF Events		Secondary Consideration	Quarterly	
IT	Stage 1: At Large	Stage 2: Growth	Stage 3: Impact	Stage 4: Emeritus
Shared Jenkins	own CI	LF shared Jenkins	Stand-alone Jenkins (if desired), Shared Jenkins also available.	
LF Release Engineering	Minimal/GitHub	Self support	Full support	
Best Practices Tools and Guidance	Included	Included	Included	
Developer Advocacy	Stage 1: At Large	Stage 2: Growth	Stage 3: Impact	Stage 4: Emeritus
Developer Advocate support	Onboarding assistance w/ PM	TSC meeting attendance	Active TSC support, Getting Started Guide	
Executive/Leadership	Stage 1: At Large	Stage 2: Growth	Stage 3: Impact	Stage 4: Emeritus
1x1 strategy calls	Yearly check-in / strategy call w LF Execs	2x yearly strategy calls w LF Execs	Quarterly strategy calls w LF Execs	
Budget	Stage 1: At Large	Stage 2: Growth	Stage 3: Impact	Stage 4: Emeritus
Project Specific requests for upcoming year		Project Specific budget line item consideration - Priority 2	Project Specific budget line item consideration - Priority 1	
DDF/Plugfest/Hackfest/TSC F2F		Up to \$1k/event	Up to \$1k/event	
Meetups	Up to \$250/meetup	Up to \$250/meetup	Up to \$250/meetup	
Stage 3 Project Discretionary Budgets			\$10,000 discretionary spend	
Training	Stage 1: At Large	Stage 2: Growth	Stage 3: Impact	Stage 4: Emeritus
EdX Introductory Course			\$10,000 for edX course	