LF Edge Outreach Committee Meeting

August 26, 2021

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Agenda

› Upcoming & recent activity
› Update on ONE Summit pavilion
› LF Edge Pitch Deck
› *Appendix: Role of Outreach Committee*

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Upcoming Activity

LF Edge PR/Marketing Pipeline by Month

August

- EdgeX 2.0 / Ireland announced
  - EdgeX Ready kick off
- Akraino R5 Release
  - BP one-sheets in production
  - Blog post + webinar (no PR) in development
- EVE keynote and OSS dev track at ZEDEDA Transform conference
- FDO 1.0 release 8/20
  - Blog post?

September

- Akraino IoT Area Webinar/Developer Meet-Up
- EdgeX Adopter Series: Advantech
- Planning: ONE Summit & K8s on Edge day
  - Booth, speaking
- Akraino Fall Technical Meetings (9/22-9/24, virtual)
- Continue narrative updates
- Begin update work on Pitch Deck
- Open Horizon mentorship

October

- ONE Summit & Kubernetes on Edge Day
  - Booth
  - Speaking sessions
  - News

Finalize Pitch Deck updates

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Recent LF Edge News + Blog Posts

Not much new since last meeting -- need blog and webinar content (e.g. Akraino R5, SDO release, eKuiper)

› July 27: [Edge Primer: Distributed Cloud – The power of public cloud at the edge](#)

› August 3: [It's Here! Announcing EdgeX 2.0 -- the Ireland Release](#)

› **August 3 (Press Release): [EdgeX Foundry Releases the Most Modern, Secure, and Production-Ready Open Source IoT Framework](#)**

› August 11: [Akraino Project Holds Inaugural Akraino Community Awards](#)

› **August 18 (Press Release):** [Expanded Keynote Line-Up for Open Networking and Edge Summit + Kubernetes on Edge Day Includes Industry Luminaries](#)

Upcoming Industry Events

› Open Source Summit / Embedded Linux Conference: 27-30 September, 2021 - Seattle, WA (and Virtual)
  › *LF Edge Mini-Summit Cancelled*
› Open Networking & Edge Summit North America: 11-12 October, 2021 - Los Angeles, CA + Virtual
› KubeCon + CloudNativeCon North America: 12-15 October, 2021 - Los Angeles, CA + Virtual
› *IoT Solutions World Congress* -- ***MOVED TO SPRING 2022***
› Mobile World Congress NA - LA + Hybrid (October 26-28, LA)
  › Large IBM presence
› Open Source Summit + KubeCon China (December)
  › OH submitting CFPs

Know of an event that should be included? Email jlovaot@linuxfoundation.org

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UPDATE: ONE Summit LF Pavilion

Background

LF Networking (and also LF Edge) have hosted booths on the floor at the ONE Summit to engage with show attendees. These typically have featured Proof of Concepts (PoCs)/Demos of tangible use cases and have proven to be an effective way to highlight community-led innovation in open source.

[2018 ONE Summit Booth](#)

[2019 ONE Summit Booth (Spring)](#)

[2019 ONE Summit Booth (Fall)](#)

[2020 ONE Summit Booth (Virtual)](#)

Linux Foundation Booth Proposal

Branding:

› Top Level: Logo: LF Networking, Name: "LF 5G Super Blueprint"

› Secondary Level: Umbrella and project logos of contributing LF projects: LF Networking, LF Edge, LF Energy, O-RAN SC, Magma

› Project branding only – no company signs, shirts, or swag

Staffing:

› Volunteers from the community representing innovative project community-driven work willing to develop demo materials/slideware.

› LF branded shirts to be provided that staffers will be encouraged to wear and keep

› Lead scanners will be provided to collect visitor info for follow up

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Linux Foundation Booth: Initial Booth Allocations

Note: All Booth Demo Content must tie in some way with the 5G Super Blueprint

› **Kiosk 1:** *LF Networking Branded*: Showcase the latest version of the 5G Cloud Native Network Demo (also to be in a show keynote). How was this built, how to use, what did we learn, how can we replicate. Note: This is the fifth iteration of the long-running demo we've shown over several years.

› **Kiosk 2:** *LF Networking + ORAN SC Branded*: 5G Super Blueprint Overview. Showcase 5G Super Blueprint Diagrams, Roadmaps, progress to date, and future plans (Phase 3 ORAN Integration)

› **Kiosk 3:** *LF Edge Branded*. Highlight all Edge Integration Points (IoT, EdgeX, other Akraino Blueprints or LF Edge projects).

› **Kiosk 4:** *LF Edge Branded*. Group to determine best/most diverse / cross-project use case, Poc, etc to demonstrate. DOES NOT NEED TO MAP TO 5G SBP

› **Kiosk 5:** Magma Branded. Highlight Magma that includes the 5G SBP integrations with the 5G Super Blueprint (Magma + ONAP Integration).

› **Kiosk 6:** *L3AF Branded*. Highlight this NEW LF project L3AF that includes an initial proposed integration with the 5G Super Blueprint, e.g., connecting Retail into SBP in some way. (e.g. Private LTE + Private Mobile).

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Linux Foundation Booth: Rough Timeline

› Aug 9-20: LF Member Community Recruiting + Booth/Kiosk Designs

› Aug 20: Deadline to indicate participation

› Aug 21 – Sep 24: Demo Prep + Staffing Recruitment

› Sep 24 Demo Completion Deadline (subject to change based on virtual tool requirements and deadlines)

› Sept 24 – Oct 10: Final Prep + Travel

› ONE Summit: Oct 10 – 11, Los Angeles + Virtual

LF Edge Pitch Deck

LF Edge Pitch Deck

› Need to update the existing LF Edge Pitch deck

  › Used to solicit new member orgs, introduce the project umbrella to industry players

› ACTION: Need Tiger Team to help scrub / update / polish the project-specific slides (Arpit and Board maintain the overarching umbrella story section)

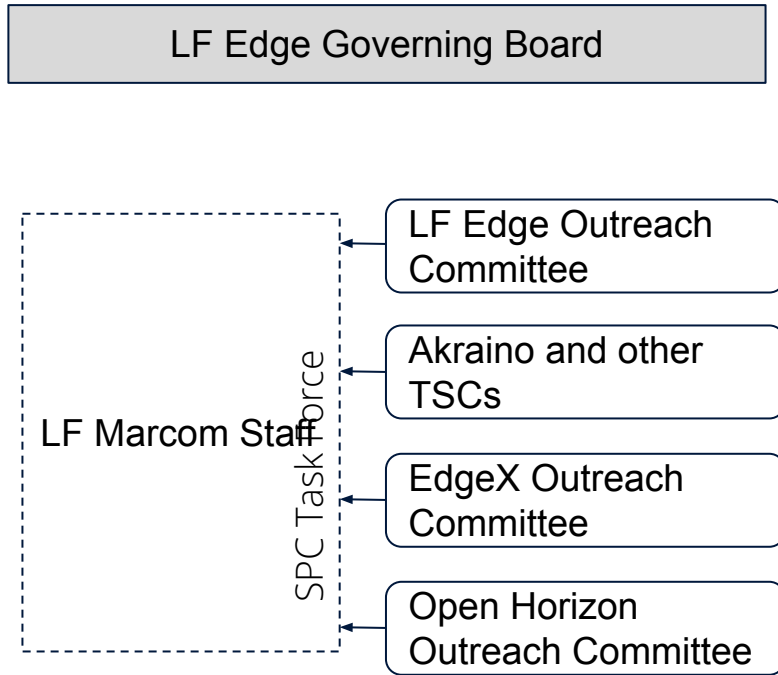› Existing [slides are here](#) (our focus will be starting with slide 48)

The New Open "Edge"
IOT+Telecom+Cloud+Enterprise+Industrial

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July 2021

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Appendix

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

Current Ways of Working - Discussion

LF Edge Governing Board

LF Marcom Staff

SPC Task Force

LF Edge Outreach Committee

Akraino and other TSCs

EdgeX Outreach Committee

Open Horizon Outreach Committee

› 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

Deliverables and Objectives

LF Marketing/PR Services :
- 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 Resources by Project Tier

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	

Survey Responses

	1 - NOT IMPORTANT	2- NICE TO HAVE	3- MUST HAVE	TOTAL	WEIGHTED AVERAGE
Website & Messaging (project level)	0.00% 0	0.00% 0	100.00% 7	7	3.00
Website & Messaging (umbrella level)	0.00% 0	42.86% 3	57.14% 4	7	2.57
Events - demo space in LF Edge booths	0.00% 0	57.14% 4	42.86% 3	7	2.43
Project Lifecycle announcements	14.29% 1	28.57% 2	57.14% 4	7	2.43
Technical Release amplification	0.00% 0	71.43% 5	28.57% 2	7	2.29
Project-level webinars	14.29% 1	28.57% 2	57.14% 4	7	2.43
Blogs	0.00% 0	57.14% 4	42.86% 3	7	2.43
Marketing amplification at LF Board, LF events	14.29% 1	71.43% 5	14.29% 1	7	2.00
DDF/Plugfest/Hackfest/Dev F2F	0.00% 0	57.14% 4	42.86% 3	7	2.43
Meetups	14.29% 1	71.43% 5	14.29% 1	7	2.00
Stage 3 project discretionary marketing budget	14.29% 1	14.29% 1	71.43% 5	7	2.57

Key Takeaways:

- Desire for project-level messaging/ websites, with umbrella-level messaging secondary
- Stage 3 Projects request separate project-specific marketing budgets
- Continue project-level webinars
- Continue project-level news announcements
- "Nice to haves" include
  - Blog posts
  - Technical release amplification
  - Amplification across Board/LF
  - Meetups

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