**OpenFabrics Alliance ~ Marketing Working Group**

**Meeting Minutes for 4.11.14**

**Attendees-**

Bill Lee – Mellanox

Susan Coulter – LANL

Rebecca Moran - OFA

* IBUG Post Discussion
* **Location:**
* Attendees were satisfied with the location.
* Although they were satisfied with Monterey, they would also like to see the event change/rotate locations (be closer to an airport, Boston, Austin)
* There was also discussion of having one in the fall to coincide with SC or another trade show that is well attended by the user community.
* **Topic/Speaker Selection:**
* It was stated that the most frustrating part of planning the event was the challenge of confirming speakers.
* Most of the attendees were satisfied with the speakers and topic selection, however the majority also stated that there was too much overlap between the Workshop and IBUG.
* This again brought about the discussion of separating the two events. Possibly having the spring event coincide with Interop, Red Hat Summit, etc.
* It was stated that a Q&A session with a “super user” would be very helpful as well as more user tutorials.
* Attendees would like to see more topics on Enterprise, Storage and Cloud.
* It was also suggested that getting prior feedback from a confirmed speaker about the length of their presentation would be helpful. Some attendees felt that some sessions needed to be longer and some shorter.
* Would be helpful to have abstracts of the sessions on the website prior to the event.
* **Action Items/Takeaway**
* It was agreed upon that there was enough interest to pursue an additional event in the fall.
* It was decided to survey past and present attendees to see if they would be interested in having an event coincide with SC or another trade show or location such as Boston in the fall.
* The survey would also include questions on what technical topics they would like to see presented, what they are needing to learn, etc.
* We would also survey the timing of the spring event with questions such as, keep it with the Workshop, coincide it with another spring tradeshow, etc.
* Survey to be sent out week of April 21.
* Target of mid-May to determine interest.
* Promotion to begin in June.
* Technical content planning to begin early July.

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| **Upcoming Event Calendar-** |  |  |
| RDMA Programming | UNH-IOL | May 19-20, 2014 |
| Fabric Admin. Training | UNH-IOL | May 21-22, 2014 |

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| **Tentative Blog Schedule** |  |  |  |
| **Date** | **Author** | **Title/Topic** | **Comments** |
| April 17 | Jim Ryan | Workshop Recap |  |
| April 28 | Rupert Dance | Interop Recap |  |
| TBD | Bill Lee | New Website |  |
| TBD | Gilda Foss | Solid State Drive | Already written |
| TBD | Paul Grun | OFWG Update? |  |
| TBD | Gilda Foss | Exploring the Future of Ethernet w/SDN | Already written |

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| **Upcoming Milestones** |  |  |  |
| **SC14** | New Orleans | November, 16-21 |  |
| Technical Programs | Open | Deadline | Information Link |
| Panels | February 14 | April 25 | <http://sc14.supercomputing.org/program/panels> |
| BoF | February 14 | July 31 | <http://sc14.supercomputing.org/program/birds-feather-sessions-bofs> |
| Emerging Tech | February 14 | July 31 | <http://sc14.supercomputing.org/program/emerging-technologies> |
| Posters | February 14 | July 31 | <http://sc14.supercomputing.org/program/posters> |