OpenFabrics Alliance ~ Marketing Working Group

Meeting Minutes – 12.13.13

Attendees:

Bill Lee – Mellanox

Jim Ryan - Intel

Rupert Dance – Software Forge

Catherine Seeds – Ketner Group

Rebecca Moran – OpenFabrics Alliance

**Minutes from 12.13.13 MWG Meeting**

* **SC13 Recap**
* Overall consensus on the show was that the booth was well received and we were able to achieve our overall goals.
* Booth traffic was decent and we were able to point people to members’ booths.
* Having Anritsu in booth helped to draw traffic in because of the hands-on ability of the technology being presented.
* Ketner to send out Thank You to contacts gathered through Lead Retrieval.

|  |  |  |
| --- | --- | --- |
| **SC13 AR’s** |  |  |
| **AR-** | **Contact-** | **Target Date-** |
| Send out SC13 Thank You | Ketner Group | December 20, 2014 |
| Send out lead retrieval leads | Rebecca | December 16, 2014 |

* **SC14**
* It was announced that the IBTA is considering not attending SC14 next year.
* This lead to a discussion of the validity of the OFA attending the show. Discussion points were as follows;
* If the IBTA decides not to attend this leaves the OFA without a partner.
* Does the OFA need SC as a major avenue for getting our message across and announcing new things that are happening within the organization.
* Opens up other opportunities throughout the year for event participation.
* Begin planning earlier in 2014 to increase member participation in booth. Both Xyratex and NetApp offered to be a part of our booth for SC14, but they need more lead-time in planning.
* Have more vendors/members participate in booth. As seen with SC13 this helps to draw people to the booth. There again planning and lead-time would need to start early summer.
* A concern that was mentioned was do we need to focus our resources on more than just the HPC community.
* Tie in 10 year anniversary to help promote presence.
* Rupert to take a survey of training students and see what technology space they are in to help determine SC involvement. This could be a helpful way to determine our current market space.

|  |  |  |
| --- | --- | --- |
| **SC14 AR’s** |  |  |
| **AR-** | **Contact-** | **Target Date-** |
| Rupert to submit survey to training students | Rupert Dance | January 10, 2014 |
| Ketner Group to work on post-show thank you. | Ketner Group | Finalized by Dec. 1st. |

* **2014 Developer Workshop / User Day (IBUG)**
* Official kick-off is set for Monday, December 16.
* Discussion will center on framework of event, theme, topics, registration and fees.
* **Ethernet Summit Speaking Opportunity (April 29 – May 1, Santa Clara, CA)**
* Deadline for submission is December 20.
* For more information on the Call for Presentations please visit the following link…<http://www.ethernetsummit.com/English/Conference/Call_for_Presentations.html>

|  |  |  |
| --- | --- | --- |
| **Ethernet Summit AR** |  |  |
| **AR-** | **Contact-** | **Target Date-** |
| Ketner to send out invite for speaking opp to MWG | Ketner Group | January 10, 2014 |
| Ketner Group to work on post-show thank you. | Ketner Group | Finalized by Dec. 1st. |

* **Promoting Upcoming InfiniBand and Programming Training**
* Rupert and Ketner to work together on possible media coverage for training events.
* Could possibly work at UNH-IOL, but there was some concern about having coverage at other off-site locations.
* Timing of events are tentative and may be postponed by a week

|  |  |  |
| --- | --- | --- |
| **Upcoming Event Calendar-** |  |  |
| InfiniBand Fabric Admin. Training | UNH-IOL | January, 7-8, 2014 (tentative) |
| Programming w/OFS Training | UNH-IOL | January, 9-10, 2014 (tentative) |
| OFA Developer Workshop/User Day | Monterey, CA | March 30-April 4, 2014 |
| OFA Interop Debug Event | UNH-IOL | April 7-11, 2014 |

* **Next Meeting will be held on Friday, January 10, 2014.**