OpenFabrics Alliance ~ Marketing Working Group

Meeting Minutes – 10.25.13

Attendees:

Bill Lee – Mellanox

Jim Ryan - Intel

Catherine Seeds – Ketner Group

Caitlin New – Ketner Group

Rebecca Moran – OpenFabrics Alliance

**Minutes from 10.25.13 MWG Meeting**

* **SC13 Planning**
* OFA/OFS Backgrounders
* OFA Backgrounder (organizational overview) – Bill Lee to finalize for review.
* OFS Backgrounder (OFS development, distribution, etc.) – Rupert Dance to finalize for review.
* Would like to have both ready for review at the next SC planning meeting on Wednesday, October 30th.
* SC PR
* Pre-Show Email blast –
* Ketner group to have a draft ready for review by Tuesday, October 29th for distribution to planning group on Wednesday, October 30th. Blast scheduled to go out week of November 4th.
* Booth graphic will be used as background for email.
* Content of technical programs –
* Paul Grun to provide content.
* Would like to have content for the next SC planning meeting on Wednesday, October 30th.
* Post-show Thank You -
* Ketner Group to work on a post-show thank you that will cover activities from the show. Highlight member announcements/activities. Possible links to member websites and/or presentations. Possible link to member videos.
* Thank you scheduled to go out week of December 1st.
* Top 500 Release
* Wording of release still to be determined based on outcome of the Top 500.
* Ketner Group to draft a press release shell that can be modified with the appropriate message once the Top 500 has been released.

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| **SC13 AR’s** |  |  |
| **AR-** | **Contact-** | **Target Date-** |
| Rupert to finalize for review OFS backgrounder | Rupert Dance | October 30 |
| Bill Lee to finalize for review OFA backgrounder | Bill Lee | October 30 |
| Ketner Group to prepare draft of pre-show email. | Ketner Group | October 29 |
| Paul Grun to provide content of technical programs | Paul Grun | October 30 |
| Ketner Group to work on post-show thank you. | Ketner Group | Finalized by Dec. 1st. |

* **Interop Event**
* Ketner Group to gather results from Rupert for possible press release.

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| **Interop AR’s** |  |  |
| **AR-** | **Contact-** | **Target Date-** |
| Ketner Group to work with Rupert on possible press release | Ketner Group / Rupert Dance | November 8 |

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| **Upcoming Event Calendar-** |  |  |
| SC ‘13 | Denver, CO | November 17-22, 2013 |
| 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, November 8, 2013.**