OpenFabrics Alliance ~ Marketing Working Group

Meeting Minutes – 2.8.13

Attendees:

Bill Lee – Mellanox Technologies

Jim Ryan – Intel

Bill Boas – Cray

Rupert Dance – Software Forge

Kevin Moran – System Fabrics Works

Caitlin New – Ketner Group

Rebecca Moran – OpenFabrics Alliance

**Minutes from 2.8.13 MWG Meeting**

* **Abstracts for ISC ‘13**
* Finalized topics for abstracts. Topics to be submitted are as follows:

1. OpenFabrics Software for Coprocessor or GPU Memory and I/O Operations
2. PGAS languages
3. OpenFabrics Software Development Status and RDMA Training

* Topics are to be submitted to the MWG for final review by Sunday, February 10th.

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| **ISC ’13, AR’s** |  |  |
| **AR-** | **Contact-** | **Target Date-** |
| BoF #1 | Bill Boas | Abstract to be submitted to MWG for final review by February 10th |
| BoF #2 | Bill Boas | Abstract to be submitted to MWG for final review by February 10th |
| BoF #3 | Rupert Dance | Abstract to be submitted to MWG for final review by February 10th |

* **User Day / Developer Workshop Update**
* Discussion was had on deliverables needed to promote events. It was determined that we would look into other sources of promotion, i.e., additional media sources, paid ads.
* Ketner Group reported that the initial press releases/email blasts for both events have gone out. They are also working with Susan Coulter on a blog entry regarding the User Day for the OFA website.
* Discussion was also had regarding identifying sponsorship opportunities.

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| **User Day Workshop/Developer Workshop AR’s** |  |  |
| **AR-** | **Contact-** | **Target Date-** |
| Source other effective campaign ideas | Ketner Group | February 22nd |
| Identify sponsorship/fund raising opportunities | Bill Lee | February 22nd |
| Final agenda/speaker announcement | Ketner Group | March 11th |
| Follow-up email blasts | Ketner Group | March 13th & 14th |
| Social media promotions | Ketner Group | Ongoing |

* **Event Calendar**
* Finalize contact list
* Discussion was had regarding finalizing/indentifying marketing contacts.
* Once contacts are finalized this will enable the OFA to identify partnership opportunities with member companies at trade shows and other events.
* Low-Latency Summit
* Discussed participation opportunities for the May Summit in New York.

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| **Event Calendar AR’s** |  |  |
| **AR-** | **Contact-** | **Target Date-** |
| Finalize/Identify marketing contacts | Ketner Group/Rebecca Moran | February 22nd |
| Identify participation opportunities at Low-Latency Summit | Ketner Group | February 22nd |

* **Next OFA~MWG meeting will be held on Friday, February 22, 2013**

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| **Upcoming Event Calendar-** |  |  |
| OFA User Day Workshop | Monterey, CA | April 18-19, 2013 |
| OFA Developer Workshop | Monterey, CA | April 21-23, 2013 |
| ISC ‘13 | Leipzig, Germany | June 17-20, 2013 |
| International User Workshop | Zurich, Switzerland | September, 2013 |
| SC ‘13 | Denver, CO | November 17-22, 2013 |