**OpenFabrics Alliance ~ Marketing Working Group**

**Meeting Minutes – 1.11.13**

**Attendees:**

Bill Lee – Mellanox Technologies

Jim Ryan – Intel

Caitlin New – Ketner Group

Catherine Seeds – Ketner Group

Ken Strandberg

Rebecca Moran – OpenFabrics Alliance

**Minutes from 1.11.13 MWG Meeting**

* **User Conference/Developers Workshop**
  + Discussion was had about how the MWG could help promote the User Conference/Developers Workshop.
  + It was discussed that, given the travel planning needs of people traveling from the national labs, the first press release should go out in early February.
  + The following PR plan was agreed upon:
* A target date of February 4th was set for the first press releases to be sent out announcing the User Conference and Developers Workshop. Separate releases will be sent out for each event.
* Email blasts will follow on February 6th for the User Conference and the 7th for the Developers Workshop.
* A target date of March 11th was set for press releases to be sent out announcing final agendas and speakers.
* Email blasts will be sent out after the March 11th releases.
* Promote events through social media.
* Blog posts written post conference. Assigned A/R TBD.
* It was discussed that since the User Day was being held over two days this year that a new name be given to the conference. Jim Ryan will contact Susan Coulter regarding this.

|  |  |  |
| --- | --- | --- |
| **User Conference/Developers Workshop ARs** |  |  |
| **AR-** | **Contact-** | **Target Date-** |
| New name for User Day | Jim Ryan | January 16th |
| Confirm early bird registration dates | Bill Lee | January 18th |
| Make sure early bird dates are reflected on OFA website | Rebecca Moran/Ken Strandberg | Once dates are confirmed |
| Initial press releases sent out | Ketner Group | February 4th |
| Follow-up email blasts | Ketner Group | February 6th & 7th |
| Final agenda/speaker announcement | Ketner Group | March 11th |
| Follow-up email blasts | Ketner Group | March 13th & 14th |
| Social media promotions | Ketner Group | Ongoing |

* **OFA Introduction/Overview Presentation**
* The stack and network diagrams still need to be updated.
* Once those are finalized, then the Presentation will be ready for final review.

|  |  |  |
| --- | --- | --- |
| **OFA Introduction/Overview ARs** |  |  |
| **AR-** | **Contact-** | **Target Date-** |
| Completion of Stack page | Rupert Dance | January 18th |
| Completion of Network diagram | Bill Lee | January 18th |

* **2013 Events Plan/Participation**
  + **Low-Latency Summit 2013**
* 2013 dates are scheduled as follows:
* February 19, London
* May 1, New York
* October 8, London
* November 12, New York
* Discussion will be ongoing for possible OFA attendees.
* It was discussed that the OFA could provide attendees materials supporting the OFA’s role in low-latency connectivity.
* The Ketner Group has a meeting set with Pete Harris, Editor & Publisher of *Low-Latency.com* to discuss the role that the OFA could play in the upcoming Summits.
  + **SNW Conference, April 2-5, 2013, Orlando FL.**
* An abstract was submitted but not accepted.
* It was decided that a call would be put out for OFA attendees.
  + **High Frequency Users Conference, June, Chicago, IL.**
* Ketner Group will obtain more information on the conference as well as sourcing speaking opportunities.
  + **ISC ’13, June 17-20, Leipzig, Germany**
* Turn around for papers is January 27.
* Turn around for Birds of a Feather is February 10. This seems to be a more realistic deadline for the OFA.
* Discussion will be ongoing for possible OFA attendees.
* **Next OFA/MWG Meeting will be held on Friday, January 25, 2013**

|  |  |  |
| --- | --- | --- |
| **Upcoming Event Calendar-** |  |  |
| OFA User Conference | Monterey, CA | April 18-19, 2013 |
| OFA Developer Workshop | Monterey, CA | April 21-23, 2013 |
| International User Workshop | Zurich, Switzerland | May, 2013 |